

E&P

April 17, 1971
Twenty-five cents

Editor & Publisher

SPOT NEWS AND FEATURES ABOUT NEWSPAPERS, ADVERTISERS AND AGENCIES

PUBLISHERS' WEEK

Changes due
in ANPA

Conversation
about comics

How 'public'
firms grow

ANPA sues
to delay
P.O. boost

Something new for P.M. papers!

(See page 12)



—plus a big new "Inside China" bonus:

Mark Gayn, China specialist for the Toronto Star and the Chicago Daily News Foreign Service, now files from inside Red China for subscribers to the Chicago Daily News/Sun-Times Wire. Exclusive in the U. S.

NEWSPAPER
SECOND CLASS P.O. ENTRY

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QUESTION: If he doesn't, who will?

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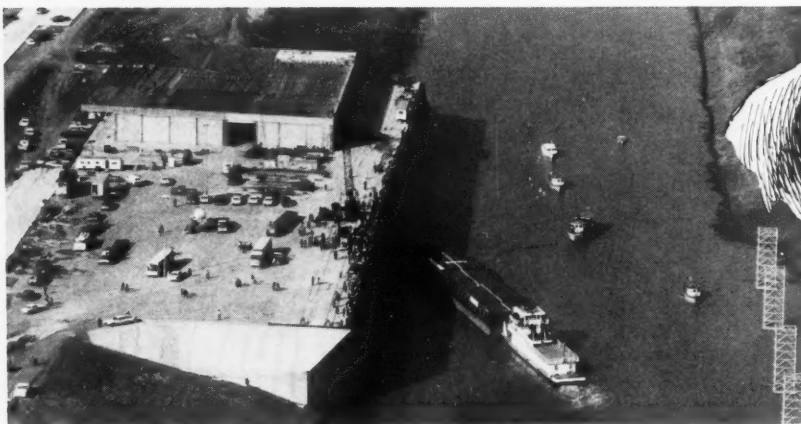
Send for price list and free booklet on how to start a Newspaper in the Classroom program on your newspaper to:

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Copley Newspapers
940 Third Avenue
San Diego, California 92112*



WILL ROGERS would have swallowed his gum!!

NOW! There's a PORT!...



Pictured left is the first barge arriving at the new Tulsa Port: Newsprint, incidentally. The port is now open, and the entire canal will be dedicated June 4th, when President Nixon will officiate.

in **TERRIFIC TULSA!**

WE'VE BEEN TELLING YOU!... for over 5 years! Tulsa! Port! Barge Boom! Well, if you need proof, see above! Access to the sea gives Tulsa TOTAL transportation, and makes the market one of the most prosperous in America! It means diversified industry... Computer and communications, aviation manufacturing, shipping... in the

"Oil Capital of the World". So, now paraphrasing Will Rogers, It's been in the papers, and the Barge Boom is on in Tulsa. Load your sales stories in the Newspapers that cover more than 100% of Tulsa homes, and carry more ad lineage, by more than 10,000,000 lines, than any TWO newspapers in Oklahoma!...

TULSA DAILY WORLD

The Tulsa Tribune

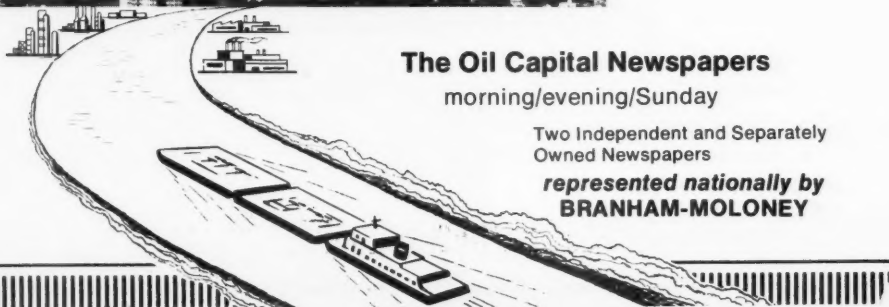


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or Paris, or Rome,
or New York, or

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5. In addition to coverage from its staffed bureaus, FNS has many stringers throughout the world and can also travel its staff correspondents anywhere.
6. Photos to accompany stories are available at cost from bureaus where staff photographers are maintained. In other areas, arrangements can be made with free lance photographers.

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J. W. Cohn, Director

FAIRCHILD
FNS
NEWS SERVICE

EDITOR & PUBLISHER CALENDAR

APRIL

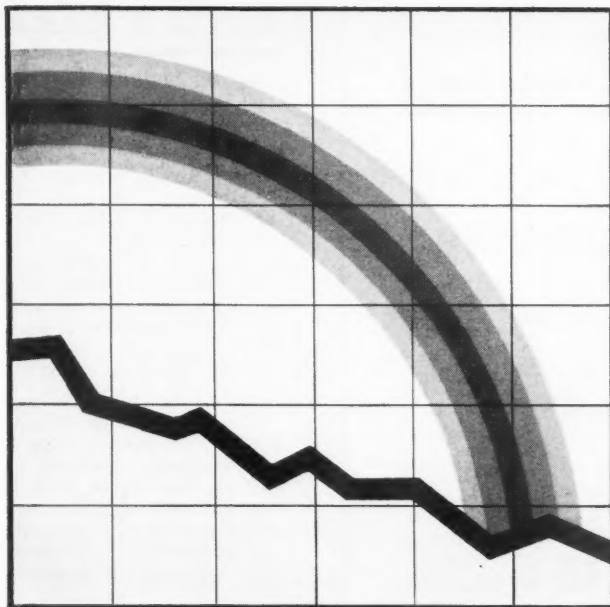
- 17-18—North Carolina Press Association. Mechanical Conference. North Carolina State University at Raleigh.
17-18—Kansas Press Association advertising conference. Holiday Inn Plaza, Wichita.
18-30—API Seminar for Advertising Executives. Columbia University, New York.
19—Associated Press. Waldorf-Astoria Hotel, New York.
19-22—American Newspaper Publishers Association. Waldorf-Astoria Hotel, New York.
22-24—South Texas Press Association. Holiday Emerald Beach Hotel, Corpus Christi.
23-24—Ohio UPI Editors Association. Atwood Lake Lodge, Dellroy, Ohio.
23-24—Sigma Delta Chi Region 1 Conference, Hartford, Conn.
23-25—International Newspaper Promotion Association European Conference, Kensington Close Hotel, London.
24—Sigma Delta Chi Region 8 Conference. Hot Springs, Arkansas.
24-25—Sigma Delta Chi Region 2 Conference. Chapel Hill, North Carolina.
27-28—Canadian Press. Royal York Hotel, Toronto.
29-May 2—Louisiana Press Association. Monteleone Hotel, New Orleans.
30-May 1—Panhandle Press Association. Quality Motel, Amarillo, Tex.
30-May 2—New Jersey Press Association Advertising Conference. Sheraton-Deauville Atlantic City, N.J.
30-May 1—Sigma Delta Chi Region 5 Conference. Terre Haute, Indiana.
30-May 2—National Press Photographers Region 3 Seminar. Golden Triangle Motor Hotel, Norfolk, Va.

MAY

- 1-2—New York State Mechanical Conference. Thruway Hyatt House, Albany, N.Y.
1-2—Louisiana-Mississippi Associated Press Association. Royal Orleans Hotel, New Orleans.
2-3—Iowa Circulation Short Course. University of Iowa, Iowa City.
2-14—API Seminar for newspaper production.
5-7—INCA-FIEJ Research Institute. RAI Congress Center, Amsterdam, The Netherlands.
8—Sigma Delta Chi Regions 9 and 11, Las Vegas, Nev.
8-10—Mid America Press Institute. Sports editors. Arlington Towers, Arlington Heights, Ill.
9-12—SNPA Foundation Workshop: Consumer News. University of Tennessee, Knoxville.
9-14—API seminar for newspaper librarians. Columbia University, New York.
10-12—Pacific Northwest International Circulation Managers Association. Sheraton Motor Inn, Portland, Ore.
11-14—Catholic Press Association, Shamrock Hilton Hotel, Houston.
11-14—ANPA Credit Training Seminar. Sonesta Beach Hotel, Key Biscayne, Fla.
13-15—American Association of Advertising Agencies. The Greenbrier, White Sulphur Springs, W. Va.
13-15—National Association of Advertising Publishers. Cherry Hill Inn, Cherry Hill, N.J.
14-15—Pennsylvania Press Conference. Holiday Inn Town, Harrisburg, Pa.
14-15—Florida Newspaper Advertising Executives. Beach Club Motel, Naples, Fla.
16-18—Institute of Newspaper Controllers and Finance Officers. Broadwater Beach Hotel, Biloxi, Miss.
16-19—International Newspaper Promotion Association. Statler Hilton Hotel, Boston.
16-19—New York State Circulation Managers Association. Castle Inn, Olean, New York.
16-28—API Seminar for Managing and News Editors. Columbia University, New York.
18-20—Consumer Journalism Conference. Columbia University, New York.
26-29—National Federation of Press Women. Camelback Inn, Scottsdale, Ariz.
30-June 11—API Seminar. Management and Costs. Columbia University, New York.

Vol. 104, No. 16, April 17, 1971, Editor & Publisher, The Fourth Estate is published every Saturday by Editor & Publisher Co., Editorial and business offices at 850 Third Ave., New York, N. Y. 10022. Cable address "Edpub, New York." Publication office 34 North Crystal St., East Stroudsburg, Pa. 18301. Second class postage paid at East Stroudsburg, Pa. Titles patented and Registered and contents copyrighted © 1971 by Editor & Publisher Co., Inc. All rights reserved. Annual subscription \$8.00 in United States and possessions, and in Canada. All other countries, \$20.00. Payment in sterling may be made to Editor & Publisher, "External Account," Chemical Bank, 10 Moorgate, London, E. C. 2, England.
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EDITOR & PUBLISHER for April 17, 1971



Let's hear it for the recession

And now that you've gotten that off your chest, we'd like to say a few more temperate words about this hiatus in our upward financial progress.

By making everyone in our business demand maximum value for every dollar spent, the recession has encouraged some critical self-examination that was perhaps overdue. And that could ultimately be good for all of us.

In fact, it's been good for Newsweek Feature Service already. Because the tighter the dollar squeeze became, the more editors and publishers began to wonder if their trusted syndicated services were still providing enough useful material for the money.

Often these men came to the reluctant conclusion that they were actually buying a syndicated disservice—one that required constant revision and reassembly to avoid duplication.

But during the last nine not-so-lucrative months, Newsweek Feature Service has added twenty new papers. Twenty papers decided that Newsweek Feature Service's provocative, pertinent and ready-to-run articles were right for the seventies. They liked the striking illustrative material, the exclusive Washington feature, the column on the most interesting new consumer products, and the monthly multiple-installment series on especially timely subjects. And they were practically ecstatic about the low cost.

The recession has been good to us, but we're not worried about any coming changes in the state of the economy.

We think we'll be able to muddle through a little prosperity.

Newsweek Feature Service

W. Parkman Rankin, General Manager
444 Madison Avenue
New York, N.Y. 10022
(212) 421-1234

**ISSUES IN
CONSUMER JOURNALISM
A CONFERENCE ON THE STATE
OF CONSUMER JOURNALISM**

May 18th—20th

Sponsored by the Graduate School of Journalism
Columbia University

Across the nation, news organizations are setting out to deal with the new consumer needs. The task is not easy. Just how far-reaching are the media's obligations to the consumer? What is the role of the media in correcting marketplace problems? What of the murmurs in the business community that much of today's consumer reporting is destroying confidence in our economic system? What of the criticism that many of today's consumer problems are attributable to press indifference over the years?

These are some of the issues that will be tackled in a two and a half day consumer journalism conference at Columbia's Graduate School of Journalism. The School hopes to bring together a cross section of editors, producers, reporters, journalism educators, and press critics to explore the issues of consumer journalism. On the agenda:

The Consumer and His Media
Consumer Reporting and the Law
Delivering Information to the Consumer
The Adversary Theme in Consumer Reporting
Consumer Reporting and the Business Community
The Consumers Union Lecture, an address to be delivered by a person who has already made a substantial contribution to consumer journalism.

In addition, there will be several other presentations on issues of importance in consumer reporting.

Conference limited to 75 participants.

Tuition: \$125 (Does not include room and board)

If you wish further details, please fill in the coupon below and send to:

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Graduate School of Journalism
Columbia University
New York, New York 10027

Name
Title
News Organization
Street
City State Zip

CATCH-lines

By Lenora Williamson

A CONGRESSMAN GOT A LETTER from the Library of Congress, reports the *Wall Street Journal*, asking him to return a certain book "which is urgently required by another member of Congress." The book: "Everything You Always Wanted to Know about Sex, But Were Afraid to Ask." And Rolfe Neill, editor of the *Philadelphia Daily News*, got this suggestion after he ran the 9-day serialization of the same book: "Why don't you change your name to 'The Dirty News'?" Expecting hundreds of phone calls and letters, Neill had cleared his calendar. But the deluge never came. The paper got 39 telephone calls; 36 to 3 against publishing, with the majority from women. Letters ran 28 for publishing and 27 against.

* * *

RIGHT MAN, RIGHT JOB—When Chas. T. Main Inc., of Boston was asked to supply technical assistance in designing and equipping a textbook publishing plant in the Cameroons, William Baumrucker, vice president, proudly relates that the firm surveyed its Printing Industry Division personnel and came up with a fellow who had the exact technical experience background needed to undertake the assignment in Africa. His name: J. Stanley Livingston.

* * *

A STAFF MEETING WAS IN PROGRESS in the sports department of the *Indianapolis Star* April 1, with editor Bob Collins presiding, when he received a phone call. It was his wife who said she had just been to the doctor's office and added, "We're going to have a baby." Witnesses report that Collins, a grandfather, was speechless. The color drained from his face. "You've gotta do something," he shouted. "Go see another doctor!" The calm voice of Mrs. Collins came back, "That won't be necessary. April fool!"

There was also a whimsical greeting to April in the *Hobbs* (N. M.) *Daily News-Sun* from the caption writer and engraving department. A page one staff photo credit line for April Albino carried the caption: "What a Blizzard! . . . This polar bear seems quite content in his snow environment . . ." And above those lines, a 2 col. block of blank space.

* * *

"IT'S A TREAT TO BEAT YOUR FEET/On the Mississippi oil, phenols, pesticides, bacteria, sewage, animal carcasses," declared a banner headline of the *St. Louis Globe-Democrat*. The lines were plucked from the feature by Richard S. Krantz on pollution of the once mighty river, with the newsman suggesting a modern version of the old song might also include beating one's feet on poisonous arsenic and cadmium.

* * *

SUBURBIA IS WHERE the houses are further apart, and the payments are closer together, notes managing editor Steve Yankee in his "Yankee Doodles" column for *Almanac Newspapers*, Grandville, Mich.

* * *

OUT OF ORDER—Beth Lilley, reporter for the *Arkansas City* (Kans.) *Traveler*, was excluded from Kay County district courtroom when she showed up to cover a murder trial wearing a pants suit. Judge Lester B. Maris declared such attire beneath the dignity of his court. A miniskirt is better, the judge is reported to have said, adding, "We don't quibble about the length of a dress or skirt."

* * *

ALL THE NEWS THAT'S FIT TO PLAY WITH—An anxious reader was assured by the *Albuquerque Journal* that giving a pet hamster bits of the newspaper "to play with, to put in his pouches and to line nests with" could not hurt the tiny creature in any way.

* * *

TASTY HEADLINE OF THE WEEK comes from the *San Bernardino* (Calif.) *Sun*, "Animal Keeper on Club Menu for Luncheon". Headman at the *White Plains* (N. Y.) *Reporter Dispatch* came up with a neat 4 col. "Congress Says Howdy Dowdy" for the story about Rep. John Dowdy returning to Congress after a seven-month absence.

EDITOR & PUBLISHER for April 17, 1971

pro bono publico

A weekend-of-bridge spectacular recently shattered previous world records through the efforts of The Times-Picayune as sponsor in New Orleans.

The event featured the Dallas Aces (world champions whose column appears daily in The Times-Picayune) and local challengers. They met in four sessions of match play and participated in an Open Pairs tournament.

The Times-Picayune tied its awareness of the growing importance of adult recreation (so important with shorter work-weeks and more leisure) to its program of aid to the New Orleans Crippled Children's Hospital which co-sponsored the bridge event.

A huge viewing Graph and giant closed-circuit TV plus expert commentary proved that bridge, beyond all doubt, had become a spectator sport. Audiences of a thousand and more expressed delight.

The Aces were winners and a sizeable check to the Crippled Children's Hospital made the children winners too.

This is relevance.

The Times-Picayune
States-Item
Newhouse Newspapers



Editor & Publisher

Robert U. Brown
Publisher and Editor

© THE FOURTH ESTATE
James Wright Brown
Publisher, Chairman of the Board, 1912-1959



Charter Member, Audit
Bureau of Circulations
Member, American
Business Press Inc.



6 Mo. average net paid Dec. 31, 1970—25,068
Renewal Rate—74.06%

Investigating television

The worst fears of those who have constantly reminded others that federal licensing of broadcasting stations might some day be used against them by government threaten to become a reality.

For the first time since broadcasting of radio and television began in this country a network is threatened with punishment—at the least, investigation—either for being painfully right, or painfully wrong, in something it has aired.

The Columbia Broadcasting System has had its supporters and its detractors after televising "The Selling of the Pentagon." Most of the critics have been from the government side but in spite of the charges of gross inaccuracy in the program they have not been proven.

The subpoena from the House Commerce Committee and its Special Subcommittee on Investigation to obtain from CBS all televised and untelevised materials pertaining to that program constitutes more than a fishing expedition into areas of news coverage. It is an attempt at intimidation of a news medium.

Let the Pentagon prove error, if it can, but what this country does not need is legislative surveillance of the news judgments of any news medium.

Long run features

Every newspaper that carries comic strips, and that includes almost all of them, has an opportunity to tie in its own local promotion with the Diamond Jubilee celebration of newspaper comics.

Much attention is given over the airwaves, and on newspaper pages, to the longevity of some broadcast programs. Only one program, for instance, has a record of more than 20 years on the air. Any other program that reaches 10 years of age receives all kinds of favorable notice.

The longevity of many newspaper comics outstrips anything on the air, either radio or television, by many years. Furthermore, they appear daily in newspapers and not just weekly.

Add to that the high readership of newspaper comics by both children and adults which far exceeds the weekly audience of any tv program.

On a diamond anniversary it's a golden opportunity for local promotion.

The ice is broken

Red China's admission of four U. S. newsmen, if only for the limited purpose of covering a week's tour of the U. S. table tennis team, breaks the ice on a 20-year stalemate. Up until now, the question of admitting newsmen from Red China into the U. S. and vice versa has been discussed on the basis of an "exchange." This is the first indication by that country that news cannot be covered on a quid pro quo basis. We hope the U. S. government will reflect that attitude also.

The Oldest Publishers' and Advertisers' Newspaper in America

With which have been merged: The Journalist established March 22, 1884; Newspaperdom established March, 1892; the Fourth Estate March 1, 1894; Editor & Publisher, June 29, 1901; Advertising, January 22, 1925.

Executive Editor: Jerome H. Walker.

Associate Editors: Craig Tomkinson, Jerome H. Walker Jr., Lenora Williamson.

Midwest Editor: Gerald B. Healey.

Pacific Coast Editor: Campbell Watson.

Washington Correspondent: Luther A. Huston.

Advertising Manager: Ferdinand C. Teubner.

Sales Representatives: Christopher Lassen, Haru B. Mullinix, Donald L. Parvin, Richard E. Schultz, Earl W. Wilken.

Advertising Production Manager: Bernadette Borries.

Assistant to the Publisher and Promotion Manager: George Will.

Circulation Director: George S. McBride.

Classified Advertising Manager: John Johnson.

Marketing and Research Manager: Albert E. Weis.

Librarian: Adelaide Santonastaso.

OFFICES

General: 850 Third Avenue, New York, N.Y.
10022 Phone: 212-752-7050. TELEX 12-5102.

Chicago: 360 North Michigan Avenue, 60601.
Phone: 312-782-4897. Gerald B. Healey,
Editor. Harry B. Mullinix, Richard E. Schultz,
Advertising Representatives.

Los Angeles: 1830 West 8th Street, 90057
Phone: 213 382 6346. Scott, Marshall &
Sands Inc. Advertising Representatives.

San Francisco: 85 Post Street, 94104. Phone:
415-421-7950. Campbell Watson, Editor.
Scott, Marshall & Sands Inc. Advertising Rep-
resentatives.

Washington: 1295 National Press Building
Washington, D.C. 20004 Phone: 202-628
8365. Luther A. Huston, Correspondent.

London: 23 Ethelbert Road, Birmington, Kent
England. Alan Delafons, Manager.

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letters

SLOGANEERING

The front pages produced by advertising agency employees (E&P, March 20) were just appalling. For years, the newspaper business has been listening to the brayings of Madison Avenue minds that equate lots of empty white space and sloganeering with being "progressive." Thus, we have a new generation of glib news columns, of imprecise and vague writing, of "mini" pages and "rap" pages. And the incredible idea of one artist to label columns "right-think," "left-think," and "middle-think," for the benefit of readers who want to get right to the heart of the matter.

Nonsense! White space can be quite artfully filled with what this business is all about: words. Cute sloganeering has dangers that should be obvious to any thinking newspaperman. And, if you'll notice, the best—and incidentally, the most progressive—of newspapermen already know that.

JOE SHARKEY

(The writer is a reporter and columnist for the Philadelphia Inquirer).

* * *

WORDY

Since joining the staff of *PS Magazine* six years ago, I've learned more about brief, concise, readable writing than I practiced—or observed—in the preceding 17 years as a newspaperman.

(PS is the Army's Preventive Maintenance Monthly. Our mission is to provide simplified technical information for equipment operators and basic mechanics.)

Although the newspaper profession talks a great deal about more readable writing, what is practiced is something else.

In Editor & Publisher (March 20, 1971), I groped through a 44-word sentence in the second item of "CATCH-lines." Then I was staggering when I waded through a 51-word sentence in the last item.

But I was really saddened when I tangled with the first item in "Letters." The first sentence stretched out to 60 words. And another sentence in the same letter came just behind with 56 words.

E. J. STEWARD

Fort Knox, Ky.

* * *

A CORRECTION

Thank you for your article (March 6) under "Financial Reports" concerning the Multimedia Inc. stock offering.

The reference to 10,000 shares being offered to certain officers and directors of the company is in error. However, the 10,000 shares will be offered to officers and employees of the company. This is in effect an employees offering.

DONALD J. BARHYTE

(The writer is assistant treasurer of Multimedia Inc., Greenville, S. C.)

NEWS REPORTER'S PRAYER

Editor of the Universe
Who Sitteth in the Celestial Slot
May all Thy myriad names be spelled
correctly.
Thy every assignment carried out faithfully,
And each deadline met promptly,
Regardless of place or circumstance.
Give us this day our Daily News,
And forgive us our press passes,
As we forgive those who scorn the
People's Right to Know.
And lead us not into invasions of privacy,
But deliver us from libel.
For Thine is the Kingdom, and the
Power, and the Glory,
Even beyond that of the *New York Times*. Amen.

JOHN DEMOTT

(The writer teaches in the Medill School of Journalism at Northwestern University.)

* * *

CHEERS TO P.O.

When E&P decided to green-up its cover for St. Patrick's Day, we rejoiced.

But when for the first time in 228 weeks you met a deadline and the March 13 issue was in readers' hands by March 15, we broke out the heartiest Irish whiskey to toast your health.

Do it again. We'd like an excuse for another drink.

RAY BARRY

Daily Progress,
Charlottesville, Va.

Short Takes

An American business man told French police he lost a \$2.8 million letter of credit when he was choked and nearly eaten to death by two men who left him for dead near the Franco-Swiss border.—*Omaha World-Herald*.

* * *

W. . . , a colonel in the Air Force Reserve, ordered fags lowered to half-staff on all state buildings.—*Muncie (Ind.) Star*.

* * *

The Eagles didn't look real good in the second game. Me made some mental mistakes.—*Hobbs (N. M.) News Sun*.

* * *

Wanted to Rent: 3 or 4 Bedroom House. Responsible family with well manured children and 2 beloved pets.—*Pocono Record (Stroudsburg, Pa.)*

* * *

Tom R. . . of the United States won an international mice race with a time of 4:00.7 minutes.—*Boston Record American*.

* * *

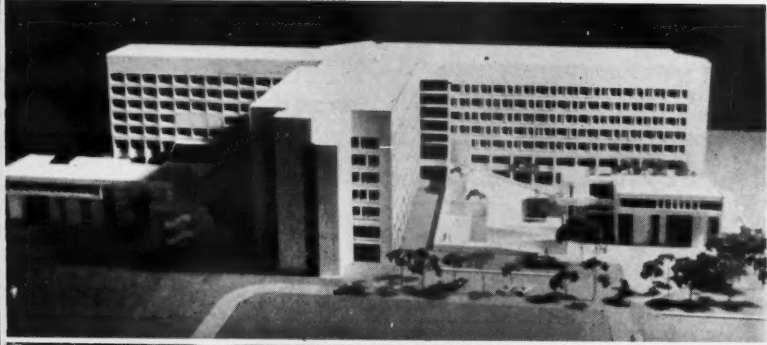
Manson and the women were not in the room to hear the jury's decision. The judge had vanished them for shouting.—*Lincoln (Neb.) Evening Journal*.

* * *

(E&P pays \$2 each for amusing typographical errors found in newspapers and reprinted here.)



There's a
RETAIL explosion in
WORCESTER



WORCESTER, Mass.

WORCESTER CENTER . . . a \$100 million complex in downtown Worcester . . . including Jordan Marsh, Filene's, Wallachs, Kennedys, Howard Clothes, Thom McAn . . . plus 90 specialty shops.

133 FLOORS OF HIGH RISE CONSTRUCTION DOWNTOWN

. . . Mechanics National Tower (20 floors), The Guaranty Building (13 floors), Worcester County National Bank (24 floors), Worcester Five Cents Savings Bank office and apartment towers (two 26-floor buildings), Worcester Center Office Building (9 floors), Worcester Center Hotel (15 floors).

HALF-A-MILLION SQUARE FEET OF RETAIL SPACE IN ADJACENT TOWN OF AUBURN

. . . including Sears, Denholms (a branch of Worcester's largest department store), Peerless, Cherry & Webb.
PLUS 50 individual retail stores.

RECORD \$1.05 BILLION COUNTY RETAIL SALES IN 1970 . . . unlimited in future sales growth.

430 MODERATE INCOME APARTMENTS . . . in a downtown complex adjacent to Worcester Center.

NEW \$100 MILLION MASSACHUSETTS MEDICAL SCHOOL

THE NEW WORCESTER MEANS BUSINESS



WORCESTER TELEGRAM & GAZETTE

Daily over 150,000 / Sunday over 105,000
Represented by Cresmer, Woodward, O'Mara and Ormsbee, Inc.

Here's something The Boston Globe did to fight drug abuse.

We think the average parent should know as much about drugs as the average pusher.

Sometime soon you'll want to talk with your teenagers about drugs. The sooner the better. We hope this page gives you something to start talking about. Because we want you to get to your kids before somebody else does.

THE OPIATES

When most people refer to "narcotics" this group of drugs is what they are talking about. Opiates are used medically as pain killers. On the street they cause pain for the user and anxiety in general.

Opium

is a white powder from the unripe seeds of the poppy plant. Opium can be eaten, but it is usually smoked or in an opium pipe.

Morphine

is extracted from opium. It is one of the strongest medically used pain killers and a strongly addictive.

Heroin

is a strongly addictive drug prepared from morphine. Obtained even from medical use, heroin is the most commonly used drug among addicts. It can be sniffed, injected under the skin, or drawn into veins. Street slang for heroin includes "wig," "smack," "H," or "junk."

"On the Nod"

is smoking. The state produced by opiates. Like being suspended on the edge of sleep.

Mainline

is "mainlineing" injecting a drug into a vein.



"A Hit"

is a strong feeling an instant of drugs.

Works

the apparatus for injecting a drug. May include a needle and a bottle or syringe for drawing the powdered drug.

A Fix

is the injection of opiates, usually heroin.

Junk

is heroin, so named because it is never quite as good as the street.

Junkie

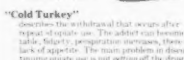
is an opiate addict.

Skin Popping

is to inject a drug under the skin.

A Bag

is a packet of drugs, or a single dose of an opiate. Amount of the drug in the bag is marked by price, a marked bag, for a little "bag" \$10.



"Cold Turkey"

describes the withdrawal that occurs after repeat use of opiates. The addict can become irritable, fatigue, perspiration increases, there is a lack of appetite. The main problem in discontinuing opiate use is not getting off the drug, it's stopping it.

Track

marks on the skin left from the repeated injection of opiates.

Overdose

occurs of over 200 teenage deaths in New York City last year. Death is caused because the part of the brain that controls breathing becomes paralyzed.

Addiction

is a physical dependence on a drug, so that when the drug is taken repeatedly, and stopped suddenly, physical withdrawal occurs.

THE STIMULANTS

These drugs stimulate the system, or make a person more lively. While they are not physically addictive like the opiates, they produce a psychological dependence or craving.

Amphetamines

These stimulants are taken in tablet or capsule form, or injected into the blood stream. Among the widely used amphetamines are:

- *Amphetamine* or "bunk"
- *Methedrin* or "speed"
- *Mephedrin* or "speed"
- *Mephedrin* or "speed"
- *Mephedrin* or "speed"

Speed Freak

person who regularly takes amphetamines or "speed", usually intravenously.

Mental Effects of "Speed"

Amphetamines produce a decreased sense of fatigue, increased confidence, talkativeness, excitability, and an increased feeling of alertness. As dosage increases amphetamines can produce irritability, distrust of people, hallucinations, and amphetamine psychosis.

Amphetamine Psychosis

is a severe mental illness caused by overexcess or continued use of amphetamines. The person becomes paranoid with reality, is convinced that others are out to harm him. The most frightening part: this psychosis sometimes continues long after person has stopped taking the drug.

Rush

is the brief heightened state of exhilaration at the beginning of a high.

Crashing

is withdrawal from amphetamines, the swift descent from an amphetamine high to severe levels of depression.

Cocaine

is a powerful kind of stimulant, derived from coca leaves. It is used as a white powder, or liquid and is injected into a vein. It produces a fast and powerful feeling of elation. Cocaine does not produce physical dependence (addiction), but does produce a strong psychological craving.

Coke

street slang for cocaine.

PSYCHEDELICS

The medical classification of all mind altering substances. "Psychedelics" change a person's perception of his surroundings.

Hallucinogens

These psychedelics which cause hallucinations.

LSD

probably the most powerful psychedelics. Reactions to LSD are extremely unpredictable. Distortions in time and space, brighter colors, vivid sounds. Feelings of strangeness. A sense of beauty in common objects. Sometimes fear and panic. Sometimes even psychosis.

Flashback

a user can be thrown back into the LSD experience months after the original use of the drug. Other possible risks of LSD, which are being thoroughly researched, include brain damage and chromosome leakage.

Acid

a slang term for LSD. A frequent LSD user is an "acid head".

Drop

to take any drug orally. LSD is usually dissolved in water, and may be placed on a sugar cube. The term is also "drop acid".

DMT

a powerful psychedelics prepared in the laboratory as a powder or liquid. It is usually injected into the vein or smoked along with marijuana or in cigarettes.

Psilocybin

this psychedelics comes from a mushroom. It is less potent than LSD and takes a longer time to get the effect.

Peysote

from the peyote cactus, causes pronounced visual effects. It is used in a religious ritual by some Southwestern U.S. and Mexican Indians and its use in these rituals is legal.

Mescaline

"peys" is the common name for this drug which also comes from the peyote cactus. Stronger than peysote itself, mescaline also causes vivid visual impressions.

DOM

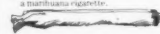
called STP by users. The effects of STP can last for two or three days.

Marihuana

the crushed and reshaped leaves and flowers from the hemp plant. Sometimes smoked in cigarette form. Sometimes smoked in pipes. Reactions can be a dizzy feeling like dizziness, changes in perception and mood, feelings of well-being or fear, and possibly hallucinations. Slang terms for marihuana are "grass" or "pot."

Joint

a marihuana cigarette.



Roach

the butt end of a joint.

Stoned

describes the intoxicating effect of marihuana, or really any drug, or alcohol.

Hashish

called "hash." Also prepared from the flowering tops of the hemp plant. Hashish is smoked in a pipe or taken orally, and is more powerful than marihuana.

THC

tetra hydrocannabinol. Purified extract of the resin of the hemp plant. Also made in the laboratory. "Psychedelics" change a person's perception of his surroundings.

Trip

a name for the reaction that is caused by a psychedelics drug. A buzz is an equivalent or frightening trip.

Head

someone who uses drugs frequently.

THE DEPRESSANTS

The category of drugs that depresses the functions of the brain.

"Downer"

street slang for depressants.

Alcohol

ethyl alcohol, a depressant because it slows the functions of the brain that control thinking and coordination. In high doses it produces drowsiness and sleep. Alcohol is an addictive drug, since after prolonged or continued use, it can cause physical dependence (addiction), and when discontinued, causes a withdrawal symptom at least as serious as the other addictive drugs.

Barbiturates

these drugs are in the group called sedative medicines to make you sleepy. Barbiturates are taken in capsule or tablet form. They cause physical dependence (addiction), and after repeated use, physical withdrawal does occur when these drugs are discontinued. Among the common commercial names for barbiturates are: Seconal or "red devil," Veronal or "blue devil,"

Amblyol or "blue devils"

Barbiturate Overdose

more people in the United States die as a result of an overdose of barbiturates usually suicide than of any other single substance.

Intoxication

sedative or tranquilizer intoxication is similar in its symptoms to alcohol intoxication. Acting while intoxicated can be extremely dangerous, and is thought to cause at least 25,000 traffic fatalities a year.

Tranquilizers

drugs that calm tension and anxiety. These drugs do not cause sleep except in high doses. Tranquilizers are taken in capsule or tablet form. Some common commercial names for tranquilizers are: Equanil, Miltex, Librium, and Valium.

INHALANTS

Among solvents which are inhaled and produce a high are: glue, gasoline, lighter fluid, and refrigerants. Continued inhaling has been reported to cause severe anemia, liver damage, brain damage, and death.

Prepared as a public service for the BOSTON GLOBE in consultation with David C. Lewis, M.D., Dr. Lewis is the author of *The Drug Experience: Data for Decision-Making*, a course for schools and community groups, published by C.S.C.S., Inc., Boston.

The Boston Globe.

Here's something you can do to fight drug abuse.

You're welcome to reprint this message.

Over one hundred newspapers did.

Drug store chains did.

PTA groups did.

Supermarkets did.

A prison warden did.

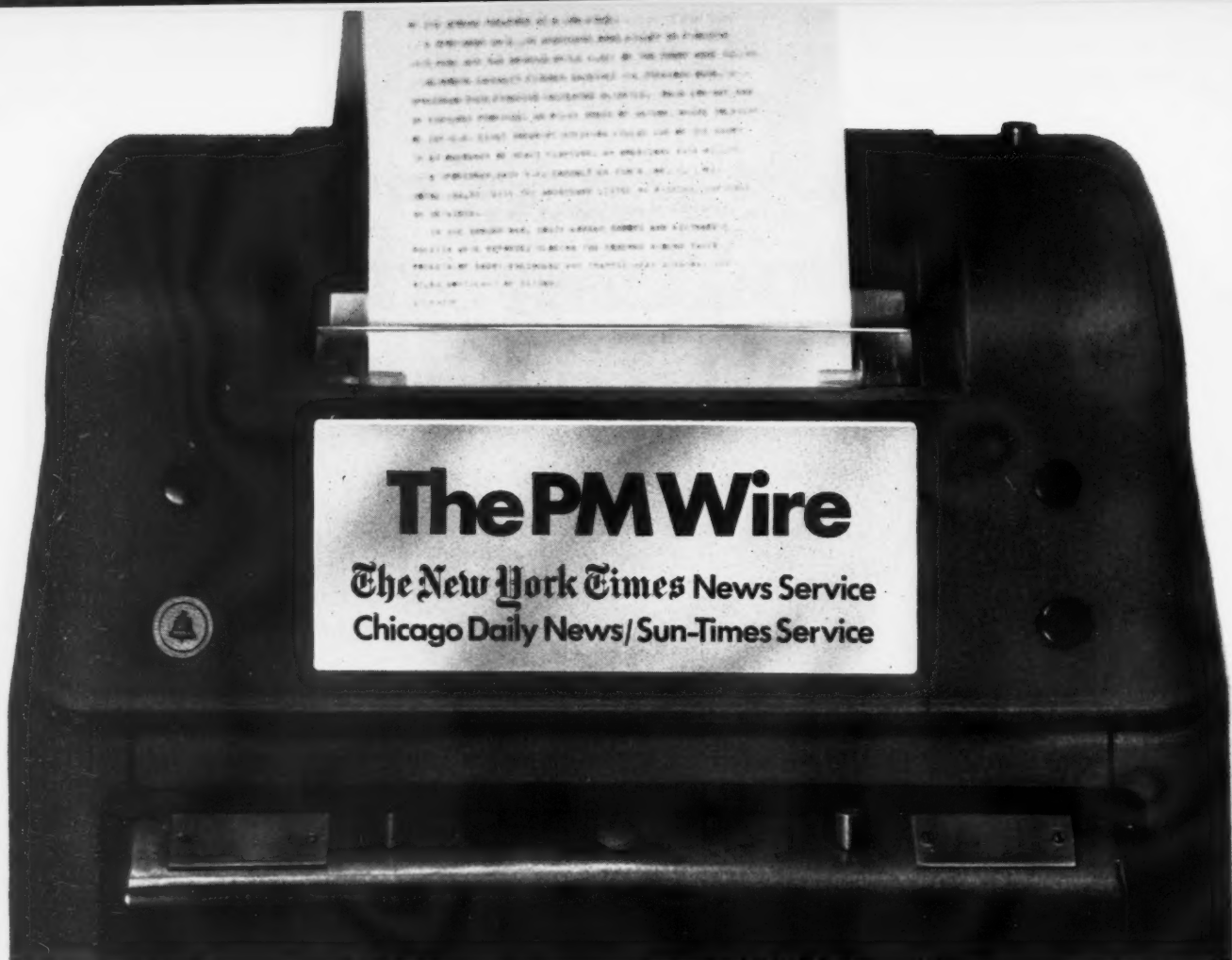
An inmate of a different prison did.

Since the Globe's drug message ran last September, we've received over 150 requests to reprint it from cities all over the U.S. From Honolulu to Pittsburgh, Miami to Seattle.

To date, it has appeared in newspapers with over six million circulation, dailies, weeklies, full size and tabloids. Trade magazines and employee newspapers.

If your publication or organization would like to reprint this drug message, just write. We'll send a full-page size glossy proof. (There is no charge. All we request is a small credit line.)

Write: Drug Ad, Public Relations Dept.,
The Boston Globe, Boston,
Massachusetts 02107.



Suddenly it's easier to edit a PM paper.

Until now, there hasn't been anything like it—a supplemental wire expressly designed to fit the special needs of afternoon newspapers. Our new PM Wire provides a balanced file of spot news, sidebar material, columns and features that represent the cream of both The New York Times and the Chicago Daily News/Chicago Sun-Times.

The 12-hour transmission opens at midnight (E.S.T.) with two hours of the best of The Times: columnists James Reston and Russell Baker, news analysis, women's news, cultural and science news. Lively features, too. The 10-hour CDN report follows: a full PM supplemental

service comprising spot news, exclusive backgrounders and features, plus distinguished foreign and Washington coverage. It also carries the complete Newhouse News Service. Closing is at noon (E.S.T.).

If you edit an afternoon newspaper (or even a morning paper that can use greater depth), ask us for samples of our 12-hour PM Wire. We'll give you rates and availability data, too. Just write or call R. R. Buckingham, editor and general manager, or Richard Long, manager.

The New York Times News Service
229 West 43d Street, New York, N.Y. 10036;
(212) 556-7087.

ANPA members will vote on titles, meeting change

A structural change in the organization of the American Newspaper Publishers Association will be submitted to the membership for ratification at the annual meeting on Thursday.

The effect of the by-law amendment will be to confer the title of president on Stanford Smith, who has been general manager for more than 10 years. He would continue to have the responsibilities of general manager.

At the same time, the board of directors is recommending that the titular head of the ANPA be designated as chairman. He is now Richard H. Blackledge, publisher of the *Kokomo (Ind.) Tribune*. Next in line would be a vicechairman, then secretary and treasurer.

The board has advised members that if the amendment is approved it will immediately pass the title of president to Stan Smith but no other changes in staff titles are contemplated now. However the rule would permit the creation of as many vicepresidencies as desired.

One reason given for the change is so that ANPA officers may meet as co-equals with other national organization officer, insofar as titles are concerned.

Different time and place

ANPA members also will be asked to revise an amendment to the by-laws that was adopted at the 1964 convention empowering the board to move the annual meeting from New York City. The earlier revision left a restriction that the meeting must be convened on the fourth Thursday in April.

The proposed amendment would set the timing for the annual meeting in March, April or May in the City of New York or any other city in the United States or Canada chosen by the board. It has been suggested from time to time that the ANPA meet in different regions of the U.S. and Canada.

Already plans have been made for the headquarters office of the association to move from New York next year to a new building at Reston, Virginia. Some departments will move to offices in the ANPA Research Institute building at Easton, Pa.

Labor conferences

As usual this year's ANPA convention program opens with the Labor Conference, under the chairmanship of Miles P. Patrone. The Monday morning session will be open only to ANPA members to hear reports of the Labor Relations Commission.

In the afternoon, discussions of supervisory training will be led by Albert Spendlove, *Philadelphia Bulletin*, and Frank Kelly, *Milwaukee Journal*. There will also be an address by Edward B. Miller, chairman of the National Labor Relations Board.

General sessions of the ANPA are scheduled Tuesday morning when Blackledge will deliver the President's Report and Richard C. Steele, *Worcester Telegram & Gazette*, talks about advances in newspaper printing and editing technology.

The ANPA Foundation will have a segment of the program for reports by Eugene C. Bishop, *Peninsula Newspapers*; Harold W. Anderson, *Omaha World-Herald*; Allen H. Neuharth, *Gannett Newspapers*; David K. Gottlieb, *Lee Newspapers*; and John I. Taylor, *Boston Globe*.

\$4 million pledged

A highlight of this panel will be a progress report on the Foundation's effort to raise an endowment of \$10 million to support a broad educational and public relations program for the newspaper industry. In the past year more than \$4 million has been pledged, including two gifts of \$500,000 by the Frank E. Gannett Newspaper Foundation and the William Randolph Hearst Foundation.

The contributions are payable over five years.

The Bureau of Advertising has been allotted its customary one hour on Tuesday to tell its story of newspaper selling.

New Tuesday format

A new format has been adopted for Tuesday afternoon, previously given over to circulation sessions for informal discussion. This year there will be question-and-answer periods devoted to special topics in each group, as follows:

Technical—led by Julian J. Eberle, *Washington Post*, and William D. Rinehart, ANPA, in the Astor Gallery.

Labor Relations — led by Frank McKinney, *Kansas City Star*, and Miles Patrone, ANPA, in the Park Avenue Suite.

Government Relations — led by John A. Scott, *Olympia Olympian*, and Bert Mills, ANPA, in the Louis XVI Suite.

Public Relations—led by Irvin S. Taubkin, *New York Times*, and William Schabacker, ANPA, in the Carpenter Salon.

Telecommunications — led by J. Montgomery Curtis, *Knight Newspapers*, and Jules S. Tewlow, ANPA, in the Carpenter Dining Room.

Business Management — led by Barney G. Cameron, *Pittsburgh Press*, and Cyrus H. FAVOR, International Circulation Managers Association, in the Jade Room.

Shepard at dinner

The Bureau of Advertising dinner takes place Tuesday evening in the Grand Ballroom, with Astronaut Alan B. Shepard Jr. as the principal speaker.

Discussion periods for members in various circulation groups fill the Wednesday morning calendar, beginning with buffet breakfast at 9 a.m.

In the Hilton Room, the under-15,000 group will hear talks
(Continued on page 14)

TIME TABLE

(All meetings at Waldorf-Astoria unless otherwise indicated)

MONDAY

8:00 a.m.—United Press International breakfast meeting for editors and publishers. Grand Ballroom.

9:30 a.m.—ANPA Labor Relations Conference (ANPA members only). Starlight Roof.

10:00 a.m.—Associated Press members meeting. Empire Room.

12:30 p.m.—AP reception for invited guests. Louis XVI Suite.

1:00 p.m.—AP luncheon. Grand Ballroom. Gov. Nelson A. Rockefeller, speaker.

2:30 p.m.—ANPA Labor Relations Conference. Starlight Roof. Edward B. Miller, chairman, National Labor Relations Board, speaker.

TUESDAY

9:00 a.m.—UPI executives. UPI office.

9:30 a.m.—ANPA general session. Empire Room.

10:00 a.m.—AP Board. AP Building, 50 Rockefeller Plaza.

11:00 a.m.—Bureau of Advertising session. Hilton Room.

3:00 p.m.—ANPA question and answer sessions. Astor Gallery, Park Ave. Suite, Louis XVI Suite Carpenter Salon, Carpenter Room, Jade Room.

6:30 p.m.—Bureau of Advertising dinner. Grand Ballroom. Alan B. Shepard Jr., commander of Apollo 14 moon mission, speaker.

WEDNESDAY

9:00 a.m.—UPI executives. UPI offices.

9:30 a.m.—ANPA discussion sessions. Under 15,000 circulation, Hilton Room, 15,000-50,000, Empire Room; over 50,000, Jade Room.

10:00 a.m.—AP Board. AP offices.

12:30 p.m.—ANPA luncheon. Grand Ballroom. Secretary of Defense Melvin R. Laird, speaker.

2:45 p.m.—Joint session for ANPA discussion groups. Empire Room.

THURSDAY

9:00 a.m.—UPI executives. UPI offices.

9:30 a.m.—ANPA general session. Empire Room.

Noon—ANPA annual membership meeting. Empire Room.

12:30 p.m.—Luncheon for former AP directors. AP Building.

New York
addresses of
convention
visitors —
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NEW ANPA HOME—Designed by Wigton-Abbott Corp. of Plainfield, N. J., this building will be the headquarters of the American Newspaper Publishers Association at Reston, Virginia, 20 miles from Washington and five miles from Dulles International Airport. Reston is a self-contained community, built around a

lake. It already has a 15-store shopping center and another with 30 shops is under construction. One golf course is open. A theater and a 300-room hotel are being built. Methodist and Baptist churches are open; a Catholic church and a Jewish synagogue are planned. Buses run to Washington on an hourly schedule.

Fewer parties for publishers

Although Wall Street is advising investors that the newspaper industry has a glowing and prosperous future, an aura of economic gloom veils the Publishers' Week program in New York. There are fewer parties on the social calendar.

One victim of the business recession is the traditional recep-

tion hosted by the *New York Times* for officers and directors of the American Newspaper Publishers Association and the Associated Press. That Sunday soiree for the past 25 years has been cancelled.

Two other major affairs sponsored by newsprint companies also have been scrubbed in the wake of grim financial reports throughout the Canadian paper industry which has been hard hit by cutbacks in consumption, high wages, and the rise of the Canadian dollar to parity with the U. S. dollar, erasing millions of dollars in exchange profits.

Domtar will not entertain the hundreds of newspaper executives and their guests who have been turning out for the Monday evening buffet at the St. Regis Roof. This party grew out of a stag bash that the Wright Company held for many years in its offices.

Consolidated Newsprint advised that "under today's business conditions we feel that it would be inappropriate for us to hold the informal reception which we normally have during the ANPA convention." PS. The party may be revived next year.

Old weekly folds

The *Marion* (Ill.) *Weekly Leader* went out of business with the March 18 issue, after serving the community for 133 years. Early in the 1900's it was a daily for a short time.

ANPA agenda

(Continued from page 13)

by Prof. Kenneth R. Byerly, University of North Carolina, on "Coping with Change"; by Clayton Fritchey, Los Angeles Times Syndicate, "A Columnist's View"; and by Hugh B. Patterson Jr., *Arkansas Gazette*, "A Publisher's View."

Community problems

In the Empire Room the 15-50,000 group will hear Prof. Hillier Kriehbaum, New York University, on "The Tide of Change"; by John T. Feeley, *Norristown Times Herald*, "Muckraking"; by Carroll W. Pacher, *Glendale News-Press*, "A Mediator in Community Problems."

Also at this session: "The Newspaper Is Its People"—by Norman J. Christiansen, *Boulder Camera*; Otte B. Scheepfle *Elyria Chronicle-Telegram*; and Erwin R. Potts, *Tallahassee Democrat*.

Peter P. Romano, ANPA, and Richard B. Blum, *Dallas News*, will discuss "The Newspaper As a Product—The Question of Pollution."

The over-50,000 group, in the Jade Room, will hear E. Earl Hawkes, *Salt Lake Deseret News*; Lou Harris, the poll taker; Derick Daniels, *Detroit Free Press*, and Norman Isaacs, Columbia University, on newspapers and their response to a changing society.

Challenges

A panel on community challenges will be led by Warren G. Jackson, circulation expert; and Vincent E. Spezzano, Gannett Newspapers, president of the International Newspaper Promotion Association.

Another personnel discussion

will feature Robert D. Nelson, *Los Angeles Times*, and Dr. Melvin P. Reid, management consultant.

Circulation topics

After the ANPA membership luncheon, at which Secretary of Defense Melvin R. Laird will speak, the discussion groups will convene in the Empire Room. Speakers on circulation include Dr. George R. Gallup, who predicted public acceptance of a 15¢ newspaper several years ago; Cyrus H. Favor of ICMA; Albert E. von Entress, *Chicago Tribune*, and William R. Reed, *Taunton Gazette*.

"New Windows for News Media" is the title of a panel including Matthew Gordon, Communications Satellite Corp.; Jules Tewlow, ANPA; and Joseph Lulle, American Telephone & Telegraph Co.

Senators' quiz

For Thursday morning the program lists another "Press Conference in Reverse," a feature of conventions for the past five years, in which two U.S. Senators, John V. Tunney of California, and William E. Brock III of Tennessee, will be quizzed by a panel of newspapermen.

Putting the questions will be: James H. Couey Jr., *Honolulu Star-Bulletin*; Wallace Carroll, *Winston-Salem Journal*; Newbold Noyes, *Washington Star*; and Stuart Awbrey, *Hutchinson News*.

Other items before the annual business meeting include a report on consumerism by John A. Scott of Olympia, a report on electronics in newspaper publishing by Stanford Smith and Harold W. Anderson; and a report on newspaper economics by Dr. Jon G. Udell, University of Wisconsin.

SOCIAL EVENTS (By Invitation)

SUNDAY

12:45 p.m.—*Family Weekly* champagne brunch, Ballroom, Plaza Hotel.
4:30 p.m.—MGD Graphic Systems cocktails, St. Regis Roof and Penthouse, St. Regis Hotel.

5:00 p.m.—*Parade* cocktails and buffet, Starlight Roof, Waldorf-Astoria.

MONDAY

3 p.m.—Newspaper Comics Council. Reception and tea at Cavalcade of American Comics, Lever House, 390 Park Avenue.

TUESDAY

12:15 p.m.—Banshees luncheon and show, Grand Ballroom, Waldorf-Astoria.

4:30 p.m.—Abitibi Papers Inc. reception, Terrace Room, Plaza Hotel.

6:00 p.m.—National Cartoonists Society, Reuben Awards dinner, Grand Ballroom, Hotel Plaza.

WEDNESDAY

5:30 p.m.—Bowater Sales Co. Reception, Waldorf-Astoria.

Noyes urges ASNE members to guard their perspective

By Luther Huston

Newspaper editors must achieve a more serious, more sophisticated perspective on their jobs. Revise their basic concept of news and quit being "suckers" for either side of the proponents of change, Newbold Noyes, president of The American Society of Newspaper Editors, told several hundred editors at the opening session of the society's annual convention in Washington April 14.

"The newspapers," said Noyes, who is editor of the *Washington* (D.C.) *Star*, "are not exactly writing a glorious chapter" in the history of the profession and have "a good deal to answer for at the bar of public opinion."

If the reader confidence in the newspaper press is at a low ebb it is because "we are lazy and superficial in much of our reporting" and fail to give readers the information and understanding that will "permit them to sort out the forces at work in society and to decide where their true interests lie."

After Noyes "keynote speech", the society adopted a report of its freedom of information committee which recommended enactment of a National Shield Law to protect newsmen from disclosing confidential information or the sources of such information: agreed to let Congress know that it opposed efforts of the Staggers subcommittee to subpoena Columbia Broadcasting Systems and transcripts of its documentary on "The Selling of the Pentagon"; voted against a proposal to establish national press councils but authorized formation of an ad hoc committee to select some specific ethical violation by a newspaper and conduct a "dry run" trial to see how the press council idea might work.

Noyes criticized the press for maintaining stereo-typed standards of news coverage. "Not only do we devote 80 per cent of our time and space to stereo-typed happenings, but we also insist these happenings are newsworthy only if they meet certain stereotyped standards". Noyes said, "there is no story in a speech or a press conference or what-have-you unless it involves conflict or surprise. Before a situation is worthy of

our attention, it must burst to the surface in some disruptive, exceptional (and hence newsworthy) event. Even when we know what is happening under the surface, we are forever waiting for a traditional news peg to hang the story on. What are we thinking of, sticking to such old-fashioned concepts in a time of revolutionary movement? If we have so little faith in the intelligence of our readers, how can we expect them to have faith in us? No wonder the readers constantly feel that events are overwhelming them, unawares." Newsmen, Noyes said, are not "merely spectators on the unfolding scene." We are the people who must, whether we like it or not, decide what is worthy of public attention and who must determine the way it is to be presented. The difficulty of this task has made it convenient for us to hide behind simplistic, even childish formulas as to what is news, the simplest and most childish being that this, after all, is what people naturally want to read."

New techniques must be developed that will permit newspapers to convey to readers the truest possible picture of what transpires, Noyes asserted. He acknowledged that he did not know what these techniques are but told the editors that "we must grow up, must change, because our readers are changing and growing up. They are demanding more of us now, and they are entitled to more from us than what they are getting."

"Change we must have," Noyes went on, "but the trick is to give our readers a basis, factual and intellectual, for assessing the paths of change into which they are being pushed, form rational choices while the choice is still theirs.

"I think the worst of our lazy and superficial performance today is that we of the press are allowing ourselves to be manipulated by various interests—some for change and some against it—some powerfully in support of the system, some destructively seeking to tear it down—all clever in the business of playing on our weaknesses, our laziness, our superficiality, our gullibility. No

doubt the Pentagon easily makes suckers of the press—but no more easily than the New Left does. We are, it seems to me, tragically failing to develop for our readers any meaningful perspective on the activities of such special pleaders."

* * *

The report of the ethics committee was presented by Erwin D. Canham, Editor-In-Chief of the *Christian Science Monitor*. It provoked a lively discussion from the floor about criticism of the press.

Canham said that there was a need for a more conscientious professional performance by newspapers but said that to set up a Press Council was "fraught with danger," and his committee recommended against it. Instead he approved an Ad Hoc Committee already appointed, to observe, for a year situations which could lead to ethical disputes, a purely experimental procedure. It was agreed that no definite action would be taken without the approval of the ASNE Board of Directors and the membership.

The discussion which ensued revolved around criticism of the press, and Clayton Kirkpatrick, of the *Chicago Tribune*, asked whether the Canham Committee had investigated the extent to which newspapers had responded to criticism by creating their own critics or "ombudsmen." Canham said the committee was aware of the growing tendency of the newspapers to respond to criticism in that manner.

A. M. Rosenthal, managing editor of the *New York Times*, said that the press had become too prone to accept criticism without investigating its validity—to "plead guilty before the evidence is in."

In his address, Noyes had referred to the handling of the Black Panther story and the Epstein article in the *New Yorker* which disproved an attorney's charge that 28 Black Panthers had been murdered by police. Noyes said that some papers, including his own, had persisted in using the figure of 28 "murders" even after it had been established that the figure was erroneous.

Rosenthal said that the Times was not one of them. Its reporter had checked accuracy of the Epstein article and printed the facts, but he couldn't say what page the correct information had been printed on, except that it wasn't the front page where the original story had appeared.

Kirkpatrick also said that the Tribune had checked the story and printed the correct information.

Ed Fitzhugh, of the *Phoenix* (Ariz.) *Gazette*, agreed with Rosenthal that the press was too prone to "rise en masse" to its defense without investigating the validity of the criticism.

Talbott Patrick of *Rock Hill* (S.C.) *Herald* in discussing the report of the Canham Committee, agreed that editors should be "the conscience of the profession" but charged that much of the criticism of editorial content of the newspapers derived from decisions made by the publishers, not the editors. He sympathized with the editor "who has his convictions overruled by his publisher" and said that he hoped the publishers, also, would realize that they are part of the "conscience of the profession."

John McCormally, of the *Burlington* (Ia.) *Hawkeye*, reminded the editors that criticism of the press was no new problem, had been going on since George Washington's day, and that there was no unusual crisis at this time.

* * *

Evidence of the strong concern of newspaper editors on the dangers to freedom of the press, were evidenced by the action and discussion that followed the presentation of the Freedom of Information Committee's report to the convention of the American Society of Newspaper Editors.

The report was presented by Robert M. White II, of the *Mexico* (Mo.) *Ledger*, the committee chairman, and some of the legal questions involved were explained by Richard Schmidt, ASNE counsel.

The chief recommendation of the committee was that the ASNE "adopt and champion" a National Shield Law. The recommendation was approved by the delegates by a show of hands that was about 4-to-1 in favor.

Shield laws are statutes which would protect newsmen from forced disclosure of confidential information or sources of confidential information. Bills, called "Newsmen's Privilege Act of 1971", have been

(Continued on page 102)

Publishers ask court to stop postal boost

The American Newspaper Publishers Association joined this week with other groups of mail users to seek a court order that would hold up all of the postal rate increases effective May 16.

A legal challenge to the authority of the Post Office Department to raise rates without going through the usual administrative procedure with hearings was initiated by the Magazine Publishers Association.

Named as plaintiffs with MPA and ANPA in the petition for a temporary injunction, filed in U. S. District Court for Washington, D. C., are the Catholic Press Association, the Associated Third Class Mail Users and the Association of Public Utility Mailers.

Stanford Smith, general manager of ANPA, said the newspaper association's officers regretted the necessity to take the Post Office into court on this issue but "we have no other way to get a hearing on either the amount of the increases or the

method of assessing them."

The Post Office, Smith added, seeks to make the increases of up to 20 percent before the new Postal Rate Commission can carry out the proper procedures. "Hundreds of newspapers," he added, "and their readers would be severely affected, and they are entitled to a hearing under the law."

Many publishers, according to Smith, have come to realize their postage costs will soar much more than they had anticipated when the proposed rates were announced early this year. The most damaging effect on postal expenses would come from the surcharge on the per pound rate in second class mail.

Congress had rejected the surcharge idea, Smith remarked, and its adoption by the Post Office is anathema.

"We recognize the necessity and the desirability of early increases in all postal rates," Smith stated, "but we believe all mail users should be treated alike and that the amounts of

the increases should be given some appropriate consideration."

The petition for an injunction points out that the act creating the United States Postal Service explicitly requires the usual procedures with hearings, etc. before temporary rate changes can be made effective.

Members of Congress have been alerted to the action of the Post Office Department in bypassing the hearing procedures and many stand ready to have Congress move back into the situation to make its intention clear, Smith said.

While the Postal Service does not become an operative corporation until after July 1, the court action names its board of governors along with the Post Office Department and Postmaster General Winton M. Blount as chairman of the board of the Postal Service.

Meanwhile the hearing schedule of the Postal Rate Commission has been delayed by numerous requests of parties to be heard and by jurisdictional questions.

Franklin Schurz, chairman of ANPA's Postal Committee, has called a meeting of its members for 4 p.m. Sunday in Suite 8-g-h at the Waldorf Astoria to discuss the litigation.

Rockefeller headliner at AP luncheon

Governor Nelson Rockefeller will be the speaker at the Associated Press annual luncheon Monday, April 19, in the grand ballroom of the Waldorf-Astoria Hotel.

Preceding the luncheon, AP members will meet at 10 a.m., with Paul Miller of Gannett Newspapers presiding.

On the agenda is the filmed presentation of "The New AP."

David Bowen, AP director of communication, said this film provides an up-to-the-minute look at communications generally and puts into perspective recent changes made in AP communications.

The CRT sequence shows Rob Wood, Columbia, S.C., correspondent, writing a story on the CRT machine as it is dictated by a reporter from the state capitol. AP recently won an arbitration award giving the news service unlimited freedom in use of the CRT which can be used to transmit stories automatically.

The AP members will elect six directors to serve three-year terms on the 18-man AP board. Five directors are to be elected from the general membership and one from a city of under 50,000 population.

The nominating committee has nominated the following:

Otis Chandler, *Los Angeles Times*;

James S. Copley, *San Diego Union*;

Porter Dickinson, *Honolulu Star-Bulletin*;

J. W. Gallivan, *Salt Lake City Tribune*;

Newbold Noyes Jr., *Washington Star*;

Hugh B. Patterson Jr., *Arkansas Gazette*;

J. Kelly Sisk, *Greenville (S.C.) Piedmont*;

Richard C. Steele, *Worcester (Mass.) Telegram*;

Arthur Ochs Sulzberger, *New York Times*;

Thomas Vail, *Cleveland Plain Dealer*.

For memberships held in cities under 50,000 population the committee nominated the following:

J. M. McClelland Jr., *Longview (Wash.) Daily News*, and Robert M. White II, *Mexico (Mo.) Ledger*.

Chandler, Copley, Steele, Vail, Sisk and McClelland are incumbents.

UPI plans new Asia network

United Press International announced this week it will shortly inaugurate an automated communications system that will link its Asian news network with domestic and European circuits.

UPI president Mims Thomason said equipment is being installed at New York, Hong Kong and London for this purpose with start of service scheduled for May 1. This will be followed by activation of communications terminals at Tokyo and at Sydney.

"This is probably the most extensive communications network ever envisaged in Asia," Thomason said. "It involves satellites and underseas cable circuits centering on a computerized switching complex in Hong Kong which will connect all major UPI bureaus in the Pacific area."

"The Hong Kong computer will be connected with computers in New York and London to greatly speed the flow of news, newspictures and audio reports from Asia and also bring more news from the rest of the world to the newspapers and broadcast stations of Asia."

Thomason returned recently from a tour of UPI bureaus in Asia and Europe during which he reviewed plans for the system with UPI executives.

Thomason said the first step in creating the system was the inauguration last October of a computerized switching center in London which recognizes, selects, and re-distributes automatically the news flow into and out of UPI's European Division headquarters.

The London computer handles a total of 72 lines (36 input and 36 output) simultaneously, and on one busy day recently more than 250,000 words of copy were processed. The Hong Kong computer will have the same capability.

"Opening of this globally automated news network," Thomason said, "will benefit all UPI subscribers, wherever they may be located. Much of the equipment for it was custom designed and manufactured to UPI's specific requirements."

Thomason's announcement prefaced his annual report which was released in advance of the UPI business meetings. He reported that the cost of op-

erating UPI during 1970 totaled \$54,190,000, an increase of \$2,113,000 over the previous year's costs.

Thomason reported "on target" progress toward the completion during Spring 1972 of its computerized information storage and retrieval system, which will eliminate manual operation of UPI's service wires in the United States. He said UPI's A-wire is scheduled to be cut over to automatic operation in early 1972, and that all domestic news circuits would be fully automated sometime between April and June, 1972.

Thomason reported that the total number of UPI subscribers worldwide is now 6,417. In the broadcast field, a total of 3,598 radio and television stations around the world now subscribe to UPI news services.

Thomason said the UPI Audio Network continues to grow and now serves 400 stations.

The opening event of Publishers Week on Monday morning will be the breakfast meeting of United Press International.

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Varied events mark 75th year of comics

Newspaper comics, read by more than 100 million men, women, and children in what Marshall McLuhan once termed a "magically recurrent daily ritual," begin a year-long Diamond Jubilee April 18.

The opening event in the Newspaper Comics Council celebration is a two-week engagement of the "Cavalcade of Comics" at Lever House, 390 Park Avenue, New York City.

The show has been seen by more than 2.5 million persons across the country since its introduction several years ago.

Tea for ANPA visitors

Members of the American Newspaper Publishers Association in New York for their annual convention will be guests at a reception and tea Monday afternoon, April 19, with many cartoonists in attendance.

In a jubilee column in the *Washington Star*, Philip H. Love noted: "Hundreds of comics have come and gone since 'The Yellow Kid' surprised and delighted readers of the *New York World* in March, 1896. No doubt hundreds of others will come and go during the next 75 years.

"The chances are, however, that some of today's favorites will still be around in 2046, for

the same reason that so many of yesterday's favorites are still with us: the love of succeeding generations of newspaper readers."

Among the coming events and projects now being organized by the committee of cartoonists, writers, and newspaper and syndicate editors are in international comics conference in New York, a comics festival in

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'The Funnies'—where are they now?

ANDRIOLA: I think comics are headed in the right direction. I think they show the trend of our life style, and the humor is bright, smart, and sophisticated. It has changed tremendously from what it was in the beginning when it was strictly whiff, bam, pow. Everybody was getting hit on the head.

JACKSON: I think we have done awfully well to stay with this thing at all during this great period of a television revolution and now certainly a super generation gap and a super political gap. I think we have done very well to be as strong as we are. Really from what mail I get and from talking to people, comics are stronger than ever and being read by a more intelligent person by far than in other times. This is a great thing, a great feather in our cap. We have created a very fine folk art. When we all go to the Great Drawing Board and answer up to St. Peter's comics editor, I think we can really hold our heads damned high . . . in that everybody has done a good job with a difficult medium to work with. You're so tiny; you're so short, with a 10-30 second-day audience. I think we've done a hell of a good job.

ANDRIOLA: A folk art that's not easily forgotten either. I had meetings with two publishers last week, and some television people wanting to be very involved with producing comic strips in their medium, and they would mention names like "The Katzenjammer Kids" and "Tillie the Toiler." Tillie hasn't appeared in over 20 years in a newspaper, and yet she's something important and namable. There are not many

For the 75th anniversary celebration of the modern American newspaper comics, a quintet of its young-of-heart practitioners sat down for a round robin conversation with **LENORA WILLIAMSON** of EDITOR & PUBLISHER.

They were asked to brainstorm the state of mind of cartoonists in 1971, and also to take a side glance at the 100th year of 1996. Participants were:

ALFRED ANDRIOLA, whose "Kerry Drake" (Publishers-Hall) began in 1943;

DICK BROOKS, whose "Jackson Twins" strip (McNaught) is in its 20th year;

HOWIE SCHNEIDER, whose "Eek & Meek" (NEA) is 5½;

GARRY TRUDEAU, whose "Doonesbury" strip (Universal Press) is just six months in national syndication, after a two-year run in the Yale University newspaper;

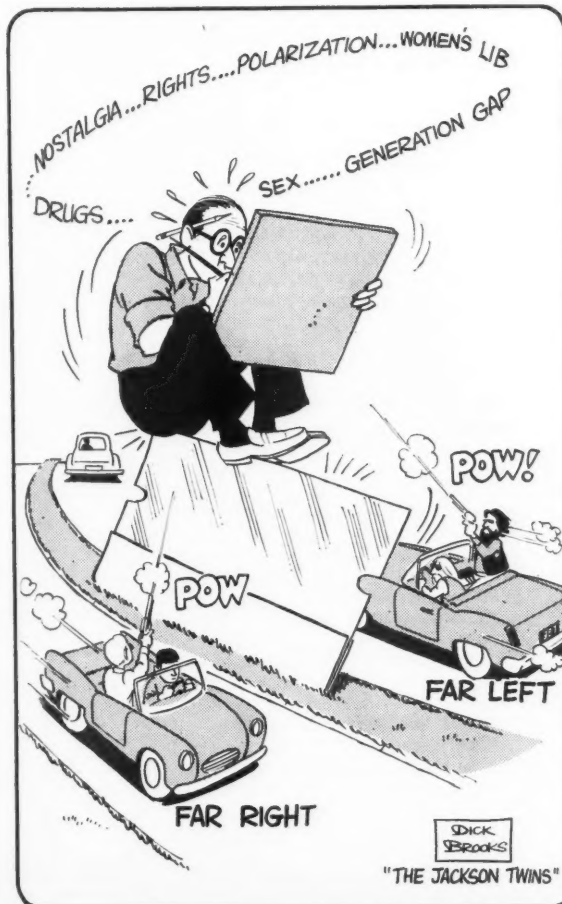
SYLVAN BYCK, comics editor of King Features Syndicate.

stars you would remember after 20 years of not appearing.

TRUDEAU: I think that has got something to do with the fact that there is some kind of revival of the interests in the media, or as media communicated itself to Americans in the 40s, a revival of things like the Orsen Welles stuff, the radio operas . . . As lamentable as it is, I think that comic strip art is considered not in the same mold as the fine arts. It's a lower art form. That's unfortunate, but that's the way it is. There are some beautiful things on the comic pages. But it is watered down by a lot of pretty ordinary things as well. I think the unfortunate thing is that the editors have such a double standard about comic pages. They insist that a comic page be kind of a tranquilizer and don't want it too controversial . . ."

SCHNEIDER: "I think the whole situation has changed. I think the kind of comic strip that Alfred was talking about, in which a legendary folk hero was created, is gone. I think everybody is much too wise these days, and comic strips are moving into a much more creative art form on the part of the cartoonists. You take some of the new ones like "BC" and "Miss Peach," etc. There is no special character that stands out more than the cartoonist, and I think that eventually the newspapers are going to have to become a viable form of information, education and entertainment to the public, the same way that books are. I could do humor about abortion and about divorce, which I am doing as a matter of fact; I've done a lot about divorce and marriage, and sur-

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Jack Knight to Pete McKnight

'There's no higher title than Editor'

By Tom Fesperman
Managing Editor, The Charlotte Observer

Colbert Augustus (Pete) McKnight, editor of the *Charlotte Observer* and next president of the American Society of Newspaper Editors, has done a lot of good rewriting in his 32 years in the business.

But none of it was quite as neat, concise and clever as the rewrite job done early last year by his young and pretty second wife, Gail, who has never been in the newspaper business herself.

When the McKnights had a baby, Mrs. McKnight wanted to name the child for Papa. But there were two problems:

1. The baby was a girl.

2. Papa's name was Colbert Augustus.

Now that name, Colbert Augustus, is one that has sort of lifted ears for 54 years. People have been trying to make something out of it for a long time, beginning with a neighbor named Nix who lived across from the McKnight family in Shelby, N. C. When the blooming newspaperman was only six months old, Mr. Nix said something like:

"A baby as puny as that can't be expected to carry around a name like Colbert Augustus, so I'm going to call him Pete."

Now Gail's job was much tougher, but it didn't take her long to roll her husband's name around and come up with a name for her baby girl that has rhythm and more than a touch of the classic:

Colby Augusta.

What's more, it probably misled some people at Maine's Colby College into thinking that the McKnights had christened their new-born in honor of the school which presented its Elijah Parish Lovejoy Award for distinguished journalism to McKnight in 1965.

Let them think that.

Baby Colby brought a lot of love and joy to the McKnights' Charlotte household at a time when it was needed most.

She was one of the best things that happened to a 1970 that had some serious problems otherwise.

Problems? There was the loused-up economy, and all that it did to put the brakes on the circulation of the *Observer* for the first time since McKnight had become editor in 1955 under the new Knight Newspapers ownership. To McKnight, a circulation drop was as cutting as a switchblade, enough so to make an uncommonly intense editor do some fighting, scrambling, pressuring.

But at the same time McKnight developed a vision problem.

He lost one eye at age 13 when an ancient, rusty .22 rifle backfired and

New president of ASNE

Colbert Augustus
(Pete) McKnight

ejected a tiny piece of the copper shell into the eye.

But that was no bother. He raced through the public schools with straight A's, studied piano for eight years, played four different brass instruments in the high school band.

And he came out of tough little Davidson College with a summa cum laude rating and a Phi Beta Kappa key, (after his sophomore year, his average dropped every time he got an A.)

In the early 60's, glaucoma was detected. But that was no bother, either, until 1969 when McKnight and other ASNE officers and board members made a tour of the Soviet Union. The heavy schedule, vodka, banquets, hard plane rides, plus the irritation from smog when they returned to London for a board meeting, took their toll. An inflammation of the iris developed and that upset the glaucoma pressure balance. A London physician told McKnight to delete a planned vacation in Scotland and Ireland and catch the first plane back to New York.

The next year and a half was touch-and-go. During periods when he couldn't read, he still typed his Sunday column, listened to a Talking Book machine during the evenings, and generally made himself busy around the office.

There was plenty to occupy the brain. There was that circulation, and new surveys indicating that there was a new apathy, perhaps indifference, some boredom, among the Carolinas readers. There was survey information that perhaps readers had become saturated with the problems of Southeast Asia, the Middle

East, rebellions and the endless demonstrations and were turning inward on themselves, their own families and neighbors, their own shopping and leisure. A newspaper, in brief, had to write more for the man on the corner instead of the historian; the paper, in a sense, had to get back home, had to show more direct interest in the individuals and the towns around it.

This was easier said than done, especially with a staff filled with the kind of intellect that naturally turns toward the bigger, more complex problems of the world. It took a lot of work, hundreds of conferences and even conflicts, some arguments and debates, some direct orders, some arbitrary decisions distributed in tense tones.

If things were seen through a veil darkly, they still were very much there, the problems and all, and McKnight's sense of recognition was unimpaired. He worked as he hadn't worked in a long time, and all the editors and reporters around him in The *Observer* newsroom felt it.

Then, in January of this year, all the super-struggles seemed to begin paying dividends. The paper was more perky. People on the staff were doing some good things. There had been some good investigative reporting, and some superb human interest reporting, and there was a sense that boredom was a rarity now. There was a turn in circulation. District managers came in saying voluntarily they thought the paper had become easier to sell. One of the country's most

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Don Sturkey photo for E&P

readable local columnists, Kays Gary, came home from a two-year public relations fling accompanied by a promotion campaign worthy of the Second Coming. And the eye inflammation finally subsided.

McKnight stayed later at the office, more relaxed, and then went home to drool over Gail and Colby.

There was even time now to begin lining up the massive work required of a president of the American Society of Newspaper Editors, and that was a great relief, because this had been a goal for a long time.

Pete McKnight is an ambitious man, and going to the top of the heap means much to him. It's a mark to be aimed at, something that had been in the sight probably for more years than he would ever admit.

It was quite a distance from the Cuban revolution of 1933, where the print bug first bit.

That was the year he got out of Shelby High School. That summer he went down to Cuba to visit his older brother, John P. McKnight. Johnny was already a successful newspaper man. He was the Associated Press's man in Havana, the first of a whole string of Latin posts he would occupy for AP over a long productive career.

Pete picked quite a summer to visit Johnny. First, there was the gunfire of a real revolution against the Machado regime, and the high school grad had to duck behind chairs and counters. And then, at the beautiful beach at Cardenas, there came one of the worst hurricanes in Cuban history, and Pete helped Johnny gather in all the facts and the color.

In fact, it was such an active summer that it became too late to enter Davidson, so Pete stayed on a little longer and then went back to Shelby. The bug had bitten, all right. He got a job at the *Shelby Star*.

He worked on the *Star* between terms when he was a Davidson student, and after graduation he had acquired enough confidence to ask for \$30 per week instead of the \$25 that the *Star* had been paying.

The *Star* didn't twinkle at that one. It said no.

Well, Pete had started out thinking he would be a teacher like his mother. But then he had observed that it took his brother Bill a lot of hard work and studying to get the degrees needed to



Gail, Colby Augusta & Pete

become a professor of Spanish, and that made journalism seem all the more attractive.

Still, with the money turndown at the *Star*, young McKnight decided he would just as soon work in his father's warehouse for \$12.

The elder McKnight saw that the young McKnight had plenty of heavy lifting to do. There was no end to the supply of great hulking sacks of sugar and flour to be toted from one place to another.

That made journalism seem downright beautiful.

When Brodie Griffith of the Charlotte News needed a cub reporter in 1939, and at \$30 per week, McKnight jumped out of the world of wholesale business and into newspapering on an afternoon daily that crusaded, investigated, needled, entertained and caused mayors and governors to take corrective action.

Under Griffith, Pete McKnight had a chance to cozy up to leading bankers and politicians and other wheelhorses; to cover sensational murder trials and investigations into the horrors of the mental hospitals of the 30's; to dig out hidden facts at the Courthouse. He simply out-thought and out-figured many of the more elusive and reluctant sources, and he wrote it all at about an 80-words-per-minute clip.

Yet there was still time to use the brain for other things, and one of those activities was ham radio. McKnight became one of the fastest code operators in the East, and he spent his spare time putting together all these Goldberg contraptions so he could talk with people out over the world.

McKnight also put together, from component parts, a record-player that stood about man-high and occupied one wall of a room. He collected classical albums by the carload, and he always listened to them at full volume, so that he heard more than a member of the brass section itself. The walls in neighbors' houses cracked from the vibrations.

McKnight tried his best to get into service during World War II, but that eye kept him out. Even the OSS didn't want him. But he managed some "foreign" duty anyway.

The late Angel Ramos, owner of *El Mundo* and the English-language *World Journal* in Puerto Rico, asked Johnny McKnight, the AP man, for some help. Ramos was having trouble keeping staffers; they were always getting called

to service. Where could he find a 4-F managing editor for the *World Journal*? Johnny's kid brother Pete, back in Charlotte, was the answer.

So McKnight had his Puerto Rican phase. He spent the war there, learning about all the difficulties and problems of editing a newspaper, including getting Latin staffers to put it all down in workaday English.

And he served as the AP's stringer war correspondent in that part of the Caribbean, too.

In 1944 he went back to Charlotte, as news editor and later managing editor of the *News*. He and his first wife Margaret reared three children (Peter became an advertising and promotion man, David became a reporter and daughter Carson married a bright young lawyer) and McKnight took to playing a sort of honky-tonk piano at his friends' parties, whenever the mood and the martinis struck.

McKnight's intense power of concentration, plus his hot-deadline training, helped him greatly when the *News* appointed him editor. As the editor, he had the whole editorial page in his lap, without any assistance.



Pete McKnight, editor

One-man editorial page staffs have a consolation: There isn't too much bothersome supervision going on. McKnight turned them out at the office, and at home at night while the kids romped, and in 1951 he won first prize in the State Press Awards; in 1952 he won first, second and honorable mention; in 1953 he won first. Other editorial writers around North Carolina viewed all this with alarm.

In 1954, figuring perhaps he had gone about as far as he could at *The News*, McKnight became the founding director of the Ford-funded Southern Education Reporting Service in Nashville, publishing the *Southern School News*, the epitome of objectivity in telling educators, politicians and others how school desegregation was proceeding.

He had taken this job for just a year or so, to get it organized and functioning, and when the Knight group bought the *Charlotte Observer* in late 1954, McKnight had a meeting with Lee Hills, the top Knight editor.

Hills, now president of Knight Newspapers, recalls that McKnight brought up the subject of *The Observer* and that

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Pete McKnight, pianist

Wall Street enthusiastic about newspaper stocks

Some Security Analysts in Wall Street agree that the second half of 1971 will mark a real upturn whereas 1972 will be a very strong year for newspaper publishing companies.

"It is not surprising that the stocks of publishers of newspapers and magazines have tended to outpace the market since roughly, last July," writes J. Kendrick Noble of Auerbach, Pollak & Richardson, in an article to be published by *The Institutional Investor*.

Noble believes that if the economy does expand as vigorously as predicted late this year and next, advertisers should increase their outlays, with obvious benefits to both newspaper publishers and magazine publishers.

Noble adds that "newspapers (in contrast to magazines) have maintained a relatively steady share of advertising revenues since 1963, (whereas) the recent reawakening of interest in local advertising, where newspapers are strongest, has given newspapers stability for the last seven years and promises gains for the next two years."

Noble, also, analyzes the revenues which will come from an increased circulation price, and concludes that "as for the newspapers, the circulation revenue picture is, again, brighter than for magazines . . . They should show gains of about 10 percent per year from 1970 to 1972."

Robert J. Coen, director of media research at McCann-Erickson, has estimated that advertising expenditures will rise about 5 percent in 1971—4 percent for national advertising and 6 percent for local advertising.

In an interview with E&P Noble said that "in the first quarter of 1971 advertising both in newspapers and magazines was stronger than last January" when he made his projections.

Barry A. Gluck of William D. Witter Inc., also speaks of an upturn and notes that "newspaper stock is going up in anticipation of an overall growth, and a very strong 1972."

Gluck forecasts a decline in unemployment, a substantial increase in advertising—particularly classified—and consolidation of gains in the second half of 1971. He also foresees, and he mentions as an example *The New York Times*, "active acqui-

sition programs" of book publishers and other enterprises on the part of a number of newspaper companies.

Lee E. Dirks of Dirks Brothers Ltd., said his analysis of the stock market "shows both the unusually heavy volume of individual newspaper stocks, and the outstanding performance of newspaper stocks in recent weeks as compared with the

stock market generally."

Dirks, who has specialized in this field, says "with newspapers now clearly recognized in the investment community as a growth industry, we expect the underwriters to have no difficulty selling the shares becoming available."

Issue brings premium

Just last week, an offering of

448,895 shares of common stock of Multimedia Inc. was sold out upon reaching the market and climbed from the \$25 offering price to a bid of \$27 a share.

The stock sale realized more than \$11.2 million. The publishing-broadcasting company, based at Greenville, S. C., offered 190,000 shares to raise funds for repayment of long-term debt. The remaining 258,895 shares were offered on behalf of stockholders, including executors for Peace family heirs.

Multimedia Inc. has 2.4 million shares outstanding. Goldman, Sachs & Co. received an

(Continued on page 21)

How 'public' newspaper companies have grown

(\$000's omitted)

	1970	1969	1968	1967	1966
BOSTON HERALD TRAVELER					
Operating revenue	48,530	46,387	41,433	38,434	38,309
Expenses	44,682	40,359	35,948	37,370	34,946
Net income	2,031	2,833	2,666	— 105	1,978
Per share	3.54	4.94	4.68		3.95

	1970	1969	1968	1967	1966
CINCINNATI ENQUIRER INC.					
Operating revenue	26,579	25,988	24,027	22,525	21,496
Advertising	19,245	18,861	17,356	15,991	15,334
Circulation	7,333	7,126	6,670	6,533	6,162
Expenses	22,859	21,353	19,996	18,979	17,954
Net income	2,084	2,314	2,011	1,893	1,953
Per share	2.50	2.48	2.43	2.28	2.35

	1970	1969	1968	1967	1966
GANNETT CO. INC.					
Operating revenue	158,812	148,987	123,739	111,001	101,507
Newspapers	149,076	139,005	115,331	103,355	93,875
TV, radio, CATV	4,062	5,423	5,369	4,962	4,860
Other	5,674	4,559	3,039	2,684	2,772
Newspaper ads	106,926	102,421	84,200	74,500	68,200
Circulation	42,149	36,583	31,000	28,100	25,300
Expenses	134,966	127,175	104,424	98,100	86,206
Net income	11,450	10,065	8,624	7,440	7,020
Per share	1.61	1.42	1.21	1.14	1.10

	1970	1969	1968	1967	1966
KNIGHT NEWSPAPERS INC.					
Operating revenue	248,404	162,757	117,644	123,169	120,181
Advertising	177,744	118,582	85,682	87,894	86,177
Circulation	66,114	40,555	27,260	32,479	31,116
Other	4,545	3,619	3,073	2,795	2,887
Expenses	218,983	137,743	102,149	109,524	103,477
Operating Income	29,420	25,013	13,867	13,644	16,703
Net income	13,628	12,661	7,577	7,746	9,100
Per share	2.64	2.47	1.42	1.46	1.74

	1970	1969	1968	1967	1966
LEE ENTERPRISES					
Operating revenue	34,639	31,942	26,867	25,896	24,777
Newspaper ads	20,457	18,529	15,244	14,774	14,162
Circulation	7,363	6,738	5,575	5,259	5,045
Broadcasting	3,729	3,687	3,330	3,221	3,104
Expenses	30,076	27,237	23,357	22,069	21,107
Net income	3,028	2,880	2,415	2,658	2,436
Per share	1.55	1.49	1.27	1.36	1.20

EDITOR & PUBLISHER for April 17, 1971

(\$000's omitted)

MEDIA GENERAL INC.

	1970	1969	1968	1967	1966
Operating revenue	127,135	53,296	43,956	40,626	39,466
Newspaper ads	66,040	33,783	28,743	26,690	26,043
Circulation	21,933	9,483	8,179	7,842	7,233
Broadcasting	7,077	7,099	6,329	5,560	5,551
Expenses	113,961	44,890	36,542	34,610	32,998
Net income	6,342	2,949	2,363	2,105	2,582
Per share	1.83	1.82	1.64	1.46	1.84

MULTI MEDIA INC.

	1970	1969	1968	1967	1966
Operating revenue	33,692	31,147	21,184	18,778	18,006
Newspapers	22,022	20,795	12,710	11,490	10,916
Broadcasting	8,889	8,497	8,210	7,044	6,848
Other	2,780	1,854	262	244	242
Expenses	25,054	22,874	15,657	14,417	13,785
Net income	3,592	3,276	2,778	2,438	2,432
Per share	1.40	1.26	.99	.87	.87

NEW YORK TIMES CO.

	1970	1969	1968	1967	1966
Operating revenue	231,907	238,197	217,573	194,253	172,920
Advertising	158,850	173,390	160,234	144,100	128,676
Circulation	51,206	46,817	46,192	40,852	35,976
Other	21,851	17,990	11,147	9,301	8,268
Newsprint dividends	595	717	335	1,170	1,171
Expenses	222,718	224,060	203,703		
Net income	9,783	14,853	14,205	11,290	9,355
Per share	1.10	1.71	1.64	1.29	1.07

SOUTHAM PRESS LTD.

	1970	1969	1968	1967	1966
Operating revenue	112,592	107,620	78,487	73,843	67,550
Newspapers	69,131	65,252	47,444	43,385	
Printing	31,538	29,742	21,816	22,200	
Other	10,092	9,771	9,227	8,258	
Expenses	97,783	92,504	67,444	62,218	55,982
Net income	7,836	8,070	7,520	6,456	6,336
Per share	2.53	2.60	2.50	2.15	2.11

RIDDER PUBLICATIONS

	1970	1969	1968	1967	1966
Operating revenue	118,945	113,477	104,128	95,886	90,341
Newspaper ads	87,333	84,055	76,472	70,459	67,077
Circulation	26,195	24,549	22,746	20,823	18,878
Broadcasting, etc.	5,416	4,872	4,910	4,602	4,385
Expenses	103,040	97,272	89,280	85,015	76,498
Net income	9,568	8,921	8,412	6,633	8,518
Per share	1.40	1.30	1.23	.97	1.24

THOMSON NEWSPAPERS LIMITED

	1970	1969	1968
Operating revenue	114,944	105,194	92,860
Expenses		69,961	64,188
Net income	14,810	11,958	9,107
Per share	.91	.73	.54

TIMES-MIRROR CO.

	1970	1969	1968	1967	1966
Operating revenue	528,108	513,368	462,760	399,475	383,495
Newspapers	231,311	230,108	216,919	194,878	191,339
Books	106,138	101,227	91,041	76,917	73,014
Forest prods.	102,059	98,140	79,900	55,687	50,290
Other	88,600	83,893	74,900	71,993	68,852
Net income	30,574	34,005	29,691	26,065	26,952
Income from Newspapers (Before taxes)	35,573	40,550	33,955	31,523	35,026
Per share	1.83	2.03	1.77	1.55	1.56

EDITOR & PUBLISHER for April 17, 1971

Wall Street

(Continued from page 20)

underwriting fee of approximately \$673,000. A proposed offering of the company's shares a year ago had been withdrawn because of depressed market conditions.

The Washington Post company has announced it will file a registration statement in May for a public offering of Class B nonvoting stock. The Post will be the tenth newspaper company to have "gone public," all since 1963.

In May, former owners of a minority interest in *Newsday*, will offer 750,000 shares of Times Mirror Co. stock which they received last year.

Ridder Publications Inc. has registered with the Securities and Exchange Commission a proposed secondary offering of 400,000 common shares.

All of the shares to be sold are presently outstanding and the Company will receive no portion of the proceeds resulting from the sale.

The company also announced its intention to apply for the listing of its common stock on the New York Stock Exchange as soon as practicable after the completion of this offering.

Due to accelerated interest in newspaper company stocks by the public, Wall Street brokers have shown interest in reports that more publishing empires may make stock offerings this year. Mentioned frequently are the Hearst Corporation and the Tribune Company of Chicago.

Currently newspaper ownership companies whose stock is traded on the Big Board are Capital Cities Broadcasting Co., Cowles Communications, Gannett Co., Knight Newspapers, and Time Inc. Shares of Media General Inc. and New York Times Co. are sold on the American Exchange and several other companies are listed over-the-counter.

Analysts at Dominick & Dominick Inc. see investment opportunities in the newspaper industry. In a special report they wrote: "Newspaper companies tend to be in relatively sound financial condition . . . We would expect the newspaper industry to be among the first communications media to participate in an improved business climate in the second half of 1971 . . . We would expect the newspaper industry at least to maintain its approximate 30 percent share of total advertising dollars."

Longer-term, the report states, newspapers will benefit

(Continued on page 104)

British journalists change their attitudes toward reorganized Press Council

By Donald E. Brown
Professor, Arizona State University

The recent news story in *EDITOR & PUBLISHER* (January 23, 1971) reporting that a proposal for the American Society of Newspaper Editors to establish a grievance committee had been "slowed down" was received with delight in some quarters and dismay in others.

The blue ribbon committee, composed of five former presidents of ASNE and headed by Erwin D. Canham, was quoted as saying, "To set up an American Press Council, Grievance Committee or comparable procedures is fraught with such grave difficulties that we cannot recommend it."

However, the special ethics committee urged further study and continued effort to raise standards and to solve problems which might in the long run endanger a free press.

For several months it had been apparent that the ASNE Board was badly split over the whole concept of establishing machinery to weigh grievances against the press. Under the leadership of Norman Isaacs, who regarded establishment of a grievance committee as one of the main goals of his term as president of ASNE, members of the board of that organization held their 1969 fall meeting in London where they could make a firsthand examination of the workings of the British Press Council.

Several board members returned to the United States eager to establish some kind of machinery for media evaluation. They did not suggest the United States should establish a carbon copy of the British plan; nevertheless, they realized the British Press Council with its freedom from governmental control had served as a model for study by many other countries.

From scoffing to respect

The fears and the dislike of the press council concept in the United States today have much in common with the attitudes in Great Britain 20 years ago. The original proposals to establish a press council in Britain were about as popular as smallpox among British newspapermen. But how do they feel about the Council after nearly two decades of living with it?

Scoffing, disdain, and contempt—so common during the early years of the Press Council—have almost entirely disappeared. Antipathy has been replaced by respect and by a realization that the Council's accomplishments have considerably outweighed its shortcomings. These are the conclusions reached by the writer after interviewing many British journalists, including some of London's most prominent newsmen, during a sabbatical research project this year. It is evident that the Press Council is now quite favorably regarded by a large majority of newsmen.

As an example of the dramatic change in attitude, Hugh Cudlipp, for many years editor of the *Daily Mirror*, lively tabloid with the largest daily circulation in Britain, has replaced his vitriolic criticism of the Press Council with benevolent praise. A few short years ago Cudlipp described it as "a minor joke, doomed to futility." In his book, entitled "At Your Peril," which was a freewheeling account of his experiences in the tough competition among the national dailies, Cudlipp had a total of eight references to the Council. All were critical.

What does Cudlipp now say about the Press Council. In his present position as chairman of the International Publishing Corporation, he asserts that he and the huge organization he heads "are totally in favour of the Press Council." Cudlipp notes that he wrote the copy for his book in 1962, and he says, "My criticisms were relevant then but are totally out of date now." He explains that the reorganization of the Council with the appointment of an independent chairman and other changes in 1963 met his criticisms.

Effective instrument

Of all the newspapers that opposed the establishment of a press council and hated the infant organization with a passion during its early years, the *Daily Express* was most vehement. In 1949, for instance, an editorial snapped, "The proposal for a Press Council is the futile outcome of a phony agitation." A year later an editorial de-

nounced the proposed organization which would "snoop into Britain's newspapers," and the final sentence lamented, "So freedom of speech will be gone from Great Britain."

Biting criticism of the Council continued for several years. The hard hitting *Daily Express* has been the target of an above average number of complaints taken to the Council. After one adjudication unfavorable to the *Daily Express*, the paper complained, "The behaviour of the Press Council in this matter is beyond comprehension."

The editorial voice of a vigorous critic has gradually changed from denunciation to praise. In an editorial commending the Council for adding lay members in 1963, the *Daily Express* said, "It is proper that the watchdogs should themselves have watchdogs." While top editorial executives of that Fleet Street colossus continue to take pride in their paper's independence and aggressiveness, they now say the Press Council has proved it is an effective instrument of a free press and as such they support it fully.

One of the best qualified of impartial observers of British journalism is Eugene Levine, news editor of the London bureau of the Associated Press, who said the Council has done much "to keep the press both free and responsible."

Workable compromise

In a long roundup story prepared by the London bureau for distribution in the United States, an AP writer said, "most papers and politicians here tend to agree that the voluntary self-discipline of the Press Council approach is a workable compromise, both checking excesses and safeguarding freedoms."

The best survey that has ever been made of the attitudes of British editors toward their press council was conducted by an American journalism professor, Paul B. Snider, former chairman of the journalism department at Bradley University in Peoria, Ill. For a doctoral research study in 1967, Snider sent questionnaires to 120 editors and was gratified to receive responses from 91 of them.

He interpreted the answers to a series of questions as showing that 86 percent of the edi-

tors approved the Press Council concept. This was the percentage who responded affirmatively to the question: "Would you say that the spreading of the Press Council movement throughout the world is desirable?" However, a minority made clear they would favor some revisions of the present British plan.

It is this writer's impression from his personal observation and from his interviews with knowledgeable British journalists that favorable acceptance of the Council has increased rather than diminished since Snider made his survey almost four years ago.

This does not mean that the Council is the subject of blind adulation. Thoughtful editors realize it is a human institution subject to the usual problems of fallible human being operating in situations that are sometimes delicate. It is certainly not impossible to find criticism of specific Council decisions. Depending on their personal viewpoints, there are editors who would like to see the Council extend its activities beyond their present scope, but they are aware of time, money, and staff limitations.

Regardless of what improvements may be made in the future—and some are now in progress—the British Press Council has made much progress and has earned wide acceptance since its birth pains in 1953.

Seen as safety valve

The situation in which the Council was born was described most bluntly by David North, editor of the *U.K. Press Gazette*, the weekly periodical serving the British newspaper industry. "No matter what anyone else tells you," North asserted, "the Press had a gun at its head when the first steps were taken to found a Council."

It is true that the period following World War II was marked by increasingly heavy criticisms of the British press and by more and more calls for some sort of regulation. Born in that kind of climate, the Press Council had a difficult time in its early years. It is a tribute to the dedicated journalists who served on the Council that it won gradual acceptance.

(Continued on page 58)

Our Man Hoppe

The Plan Works In West Vhtnng



Arthur Hoppe

IT WAS in the 43rd year of our lightning campaign to wipe the dread Viet Narian guerrillas out of West Vhtnng. "Everything," the President kept saying, "is going according to plan."

The President's plan, of course, was to give the war back to the West Vhtnngians — who had been losing it in the first place.

This caused the Premier of West Vhtnng, General Hoo Dat Don Dar, to call an emergency Cabinet meeting. "Cousins, nephews and in-laws," he said gloomily, "Our loyal American allies are determined to fight to the last West Vhtnngian. Now what do we do?"

"In this hour of crisis, let us screw up our courage," suggested General Pak Opp Ngo "and surrender."

"What! Surrender to a raggedy-tailed bunch of guerrillas we outnumber five to one?" cried General Hoo. "Why, we'd lose the respect, good will and PX goods of our American friends — not to mention their \$20 billion a year."

"Wait," said that clever strategist, General Wats Opp, "I have a plan!"

★ ★ ★

SO IT WAS that General Hoo ordered his troops, "Charge!" And the Loyal Royal Army charged right past the guerrillas, across several borders and into the Republic of Forbodia and the Kingdom of Foom.

"Golly, that's great," the President told General Hoo by telephone. "It shows how right I was to give you back your war. You've already made it bigger. At this rate, you should be able to keep it going for years and years and years."

"Heck," said General Hoo, "we may even invade East Vhtnng."

"Let's not be hasty," said the President nervously.

But after a week or so, the Loyal Royal Army kind of turned around and headed the other way. "Everything is going ac-

ording to plan," said General Hoo. "We are razzle-dazzling the enemy with our mobile maneuvers."

Military experts conceded they had never seen such mobile maneuvers, nor such rapid ones either. In a week, the Loyal Royal Army was right back inside West Vhtnng. Only now it was hotly pursued by the angry armies of Forbodia, Foom and East Vhtnng — not to mention the dread Viet Narian guerrillas.

"Everything is going according to plan," said General Hoo.

"It is?" said the President. "I mean, it is!"

As the Loyal Royal Army kept maneuvering mobilely, the war grew smaller. And smaller. And smaller. Until finally, all the soldiers who hadn't gone back to tilling their rice paddies and composing love songs, which they liked better than fighting, were holed up in the capital of Sag On — surrounded now by vastly superior forces.

"Gosh," said the President, "we can't abandon these gallant men who struggled so gloriously to carry on the war we didn't want." So he air-lifted them all to the United States.

★ ★ ★

THUS THE war disappeared. Oddly enough, everybody was happy.

"I promised to end this war," said the President, "and I did." So he was happy.

Once in America, the Loyal Royal soldiers applied the chief skill they had learned in the war and opened a prosperous chain of Army surplus stores. So they were happy.

As for General Hoo, his cousins, nephews and in-laws, they were happy, too, in their villas on the French Riviera, receiving monthly checks from a grateful America.

"Everything," as General Hoo smilingly put it between sips of Mouton Rothschild '57, "went according to plan."

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'Reporter on relief' bares welfare racket

By Campbell Watson

A reporter who went underground during a four-month investigation of welfare operations charged an organized crime ring is active in Los Angeles County in a three-part *Santa Monica* (Calif.) *Outlook* series.

Ton Riney, a former city editor who posed successfully as a skid row habitue and landed briefly on the relief rolls, estimated the group is skimming \$1

million annually from its operations at one central county center.

His investigations also led to a prominent Santa Monica citizen as possible financier and head of a ring which reportedly has franchised illegal operations in six other county welfare offices, the *Outlook* reported.

This skimming operation involves deliberate fraud with intent to defraud, the *Outlook*

stated editorially. The newspaper expressed a suspicion that the same kind of scheme is in operation elsewhere.

Riney reported the racket primarily involves the buying of Department of Social Services vouchers from welfare recipients at half the face value and then turning these back to the county at full face value.

The *Outlook* reporter personally made a voucher sale just outside a welfare department office. In describing his experiences in a copyrighted series he charged several welfare employees and "a large number of former convicts" work as buyers or as supervisors of the racket.

Riney said he watched transfers of welfare vouchers and told how he escaped being rolled

for his papers. His investigations at the Unattached Men's Center included chats with welfare recipients, who warned him against straying into nearby alleys.

Photos obtained

On one occasion he and G. Robert Smith, *Outlook* photographer, sat in a car across the street from the center and obtained telephoto lens camera views of hustling and an actual transaction.

"In one instance, ironically our view of a buy was cut off by a Los Angeles Police Department car that was slowly cruising by," he reported. Riney's studies also included two other methods of obtaining vouchers.

The reporter's investigation stemmed from an informant's tip and extended to include a week on welfare which provided \$25.75 in vouchers he sold for \$12.85. Riney's activities began six weeks before the *Outlook* learned the district attorney's office had launched its own investigation.

Editor's report

The Unattached Men's Center hands out approximately \$150,000 in cash and vouchers monthly to some 3500 applicants. Riney found the qualifying process is a simple matter. As principal factors in his disguise Riney let his hair and mustache grow longer and stopped shaving. He is 190 pounds and six feet three, so the newspaper felt no one would fool around with him, R. D. (Ron) Funk, *Outlook* editor, told E&P.

Riney, former city editor of the *Culver City* (Calif.) *Star News* and the *San Pedro* (Calif.) *News-Pilot*, sojourned into public relations for Columbia Records and then became a musician and singer for rock groups.

He formed the group called Country Coalition which recorded the sound track for the movie, "Lovers and Other Strangers." This is up for an Academy Award. Riney returned to newspapering last June as a court and general assignment reporter for the *Outlook*. The 30-year-old newsman's career began in 1963 as a *Burston* (Calif.) *Desert Dispatch* reporter.

Williams sells paper

Lewis (Dick) Williams has announced the sale of the *Arcola* (Ill.) *Record-Herald*, 105-year-old weekly, to John L. File. Williams is a former salesman for the Chicago Tribune-New York News Syndicate.

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Boston Globe

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- Oscar and Adolf • 1911
- Freckles and His Friends • 1915
- Nimble • 1915
- Our Boarding House • 1921
- Out Our Way • 1922
- Mom'n Pop • 1924
- Wash Tubbs & Capt. Easy • 1924
- Side Glances • 1928
- Alley Oop • 1933
- Myra North • 1936
- Hold Everything • 1937
- Red Ryder • 1939
- Funny Business • 1940
- The Gremlins • 1943
- Priscilla's Pop • 1946
- Kevin the Bold • 1950
- Chris Welkin • 1951
- The Little People • 1952
- Hollow • 1952
- Pie • 1954
- Ribs • 1954
- Our Ancestral Home • 1954
- Ben Casey • 1954
- Willie Woo • 1962
- Berry's World • 1962
- The Born Loser • 1962
- Eek & Meek • 1962
- The Willets • 1962
- Polly's Pointers • 1962
- Robin Malone • 1962
- Up Anchor • 1962
- This Week in Astrology • 1969
- Today's Funny • 1969
- Skygack from Mars • 1907
- Doings of the Duffs • 1914
- Old Nicodemus • 1921
- The Affairs of Jane • 1921
- Salesman Sam • 1922
- Adam & Eve • 1923
- Boots and Her Buddies • 1924
- Flapper Fanny • 1925
- This Curious World • 1931
- Annabelle • 1935
- Herky • 1935
- Carnival • 1937
- Brenda Breeze • 1939
- Babe 'n' Horace • 1939
- Biff Baker • 1941
- Bugs Bunny • 1943
- Vic Flint • 1946
- Tom Trick • 1950
- Little Liz • 1951
- Huckleberry • 1952
- Martha Wayne • 1953
- Sweetie • 1953
- Winthrop • 1956
- Tizzy • 1957
- Short • 1957
- Old • 1957
- Our Ancestral Home • 1954
- Ben Casey • 1954
- Willie Woo • 1962
- Berry's World • 1962
- The Born Loser • 1962
- Eek & Meek • 1962
- The Willets • 1962
- Polly's Pointers • 1962
- Robin Malone • 1962
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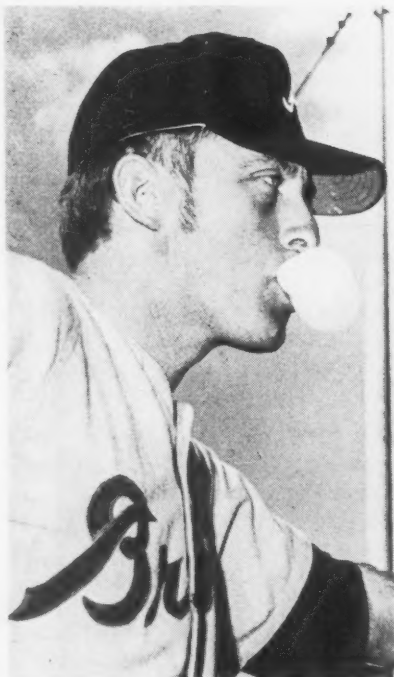




BASEBALL CARD TIME IS HERE
 Photo by Roy Russell
 Buffalo Evening News



TOKYO GIANT
 (Sadahura Oh)
 Photo by Gus Schuettler
 Miami Herald



WILL THE BUBBLE BURST?
 (Phil Niekro)
 By Marion Anderson
 Atlanta Journal

The name of the season is baseball—

Sports photographers, off with spring training assignments, now face up to traditional and off-beat picture coverage of the great American April-to-October game.



SPRING TRAINING
 Photo by Fred Victorian
 St. Petersburg Times



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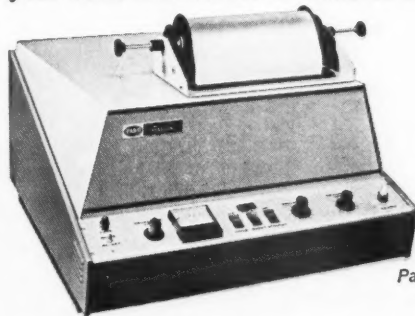
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Gladwin Hill cited for ecology action

Gladwin Hill, *New York Times* national environmental correspondent, received the 1970 Thomas L. Stokes Award for his investigative, interpretive and analytical reporting of environmental news in 1970.

The award—\$1,000 and a citation—is given each year to a journalist for the best writing in a daily newspaper in the United States or Canada on development, use and conservation of natural resources and protection of the environment.

Hill's work in 1970 covered a wide range of environmental subjects. The judges particularly noted Hill's revelation that most of the state boards primarily responsible for cleaning up the nation's air and water are markedly weighted with representatives of the principal sources of pollution. As a result of Hill's disclosure, the head of the Environmental Protection Agency in Washington wrote to the governors of all states and urged them to correct this situation.

This, said the Stokes judges, "was an outstanding example of how reporting can influence public action."

The judges were columnist Marquis Childs; Julius Duscha, director of the Washington Journalism Center; and William S. Roberts, executive assistant to the general manager of the National Rural Electric Cooperative Association. The judges awarded honorable mention citations to the following for their work in 1970:

Dale Burk, Missoula (Mont.) Missoulian, for his articles on forest management practices, mining, and political control of fish and game management. Burk's work was influential in blocking an operation of a major copper company that threatened a large area of forest and stream.

Harold Hostetler, Honolulu Advertiser, for his articles on a controversial land-use planning bill. As a result of his articles, showing how builders could take advantage of the

law to breach previous building codes, the governor vetoed the bill.

Everett M. Skeehan, Worcester (Mass.) Evening Gazette, for his articles on inland wetlands and pollution of Lake Quinsigamond. Skeehan's work brought the authority of the state of Massachusetts to bear on saving areas essential for water fowl and to reclaim a body of water widely used for recreation.

Eighty-seven entries, the largest number in the 12-year history of the Stokes Award, were submitted in the 1970 competition.

News ink prices up

Millmaster Onyx Corporation, through its United States Printing Ink subsidiary, announced that effective May 10 it will increase prices on both web offset and letterpress newspaper black inks. Standard grade web offset inks will carry minimum prices of 26¢ per pound in tank-truck deliveries and 29¢ per pound in 10 drum lots and portable tanks. Five drum lots will be priced at 30¢ per pound. Premium grades will be correspondingly higher. Letterpress blacks will go ½¢ per pound in tank-trucks and 2¢ per pound in drums.

E&P's Coast rep expands its name

Duncan Scott & Marshall Inc., 40-year-old advertising representative firm, has changed its name to Scott, Marshall & Sands Inc., it is announced by Peter D. Scott of San Francisco and William E. Marshall Jr., of Los Angeles.

Designation of Richard A. Sands as an equal owner reflects the new management policy of the firm founded by the late Duncan A. Scott. Sands joined SM&S two years ago.

The organization has represented EDITOR & PUBLISHER on the Pacific Coast since 1931. Offices are located in Los Angeles and San Francisco.

Dow Jones net off

Dow Jones & Company, Inc. reported first quarter net income of \$3,684,000 or 25¢ a share, on gross operating revenues of \$32,961,000. Net income for the like period a year ago was \$4,205,000, on 28¢ a share, on gross revenues of \$33,200,000. The figures for both 1970 and 1971 are adjusted to reflect the merger on July 31, 1970 with Ottaway Newspapers Inc.

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Staffers put \$3,720 in ads against Daley

It cost *Chicago Sun-Times* and *Daily News* staffers and whatever outside donors were willing to contribute \$3,720 to tell the Chicago public that they didn't agree with the newspapers' endorsements of Mayor Richard J. Daley, Democrat, for re-election. (He won by a large margin).

Chicago Today, which also endorsed the mayor over his Independent-Republican opponent, Richard Friedman, published a story opposite its editorial page

headed: "Staffers rebut Daley choice."

The flap occurred when the two Marshall Field papers editorially endorsed Daley and 149 staffers, most in editorial, demanded rebuttal on the editorial page (E&P, March 20). This Field denied because he didn't want to set the precedent of allowing employees to oppose policies of his newspapers on the editorial pages. He said they could run ads and the cash hunt was on.

The *Daily News* ad ran first, headed: "88 Daily News Staffers Oppose Richard J. Daley." It said the employees, who paid for the ad, did not believe Daley should be mayor of Chicago for another four years; that a new city government would be better than "relinquishing the job of government to a tightly con-

trolled machine." The ad went on:

"We speak now not because we want to abandon our roles as expert and impartial observers, but because of the overwhelming sense of responsibility and a deep commitment to this city."

The ad derided the Daley regime, pointing out the "shameful record" of Chicago's high schools, high infant death rate and the housing shortage. This ad, a half-page, cost \$1,920.

Several days later, the *Sun-Times* (tabloid) ran a full page which cost \$1,800. It was the same ad the *News* ran except for boxed signatures which said the "undersigned do not wish to express themselves with respect to the contents of the ad" but . . . "support the right of news-

men and women to take such a public position."

Chicago Today allowed staff dissenters to answer its editorial endorsement of Daley, a half-page across four columns. The story urged readers to vote for Friedman.

Commenting editorially, the *Sun-Times* and *News* said that before making the Daley endorsements the substance of the arguments made by dissenting staff members was taken into consideration. The management came to the conclusion that Daley was a better choice than Friedman, as they had stated in editorial endorsements.

Media General Sells stations in Richmond

The proposed sale of radio station WRNL (AM and FM) at Richmond, Va., subject to FCC approval, was announced by Alan S. Donnahoe, president of Media General Inc. The station is being bought by Rust Communications Group Inc., with William F. Rust Jr. as president and principal stockholder.

The Rust Communications Group owns and operates the following radio stations: WHAM and WHFM in Rochester, WPTR in Albany, WNOW in York, WAEB in Allentown, WRAW in Reading, and WKLX in Portsmouth (Norfolk).

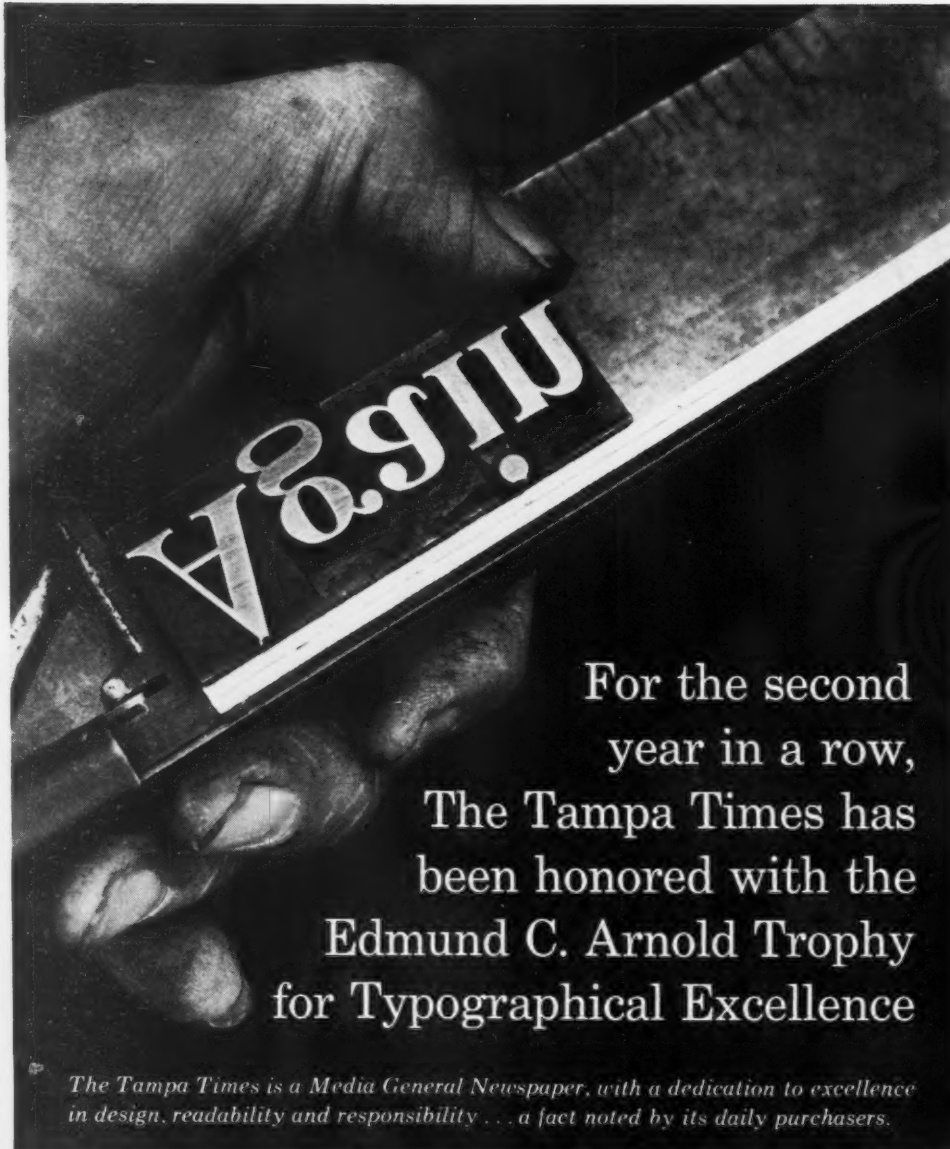
The proposed sale will be for cash, at a total sales price of approximately \$1 million. Blackman & Company, Washington, was the broker in the transaction.

Media General is a holding company that owns the *Richmond Times-Dispatch* and *News-Leader*.

West Virginia group gets Texas tv station

Ownership of television station KFDX, NBC, Channel 3, was transferred this week from the Wichtex Radio and Television Corporation to Clay Broadcasting Corporation of Texas. The new Texas corporation is a subsidiary of the Charleston Mail Association of Charleston, West Virginia, owners and operators of the *Charleston Daily Mail*, and television station WWAY in Wilmington, N. C.

Lyell B. Clay, president of Clay Broadcasting and chairman of the board of the parent corporation, announced that the management of KFDX tv would remain in local hands. Warren W. Silver has been named general manager of the station.



For the second year in a row, The Tampa Times has been honored with the Edmund C. Arnold Trophy for Typographical Excellence

The Tampa Times is a Media General Newspaper, with a dedication to excellence in design, readability and responsibility . . . a fact noted by its daily purchasers.

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**AMERICAN ASSOCIATION OF
NEWSPAPER REPRESENTATIVES**

APRIL • NINETEEN HUNDRED AND SEVENTY ONE

A CONVENTION

DAILY, IN EVERY MAJOR CITY IN THE U.S.

Widespread constructive efforts of selling, serving, informing, teaching and preaching are now taking place with Publishers, Agency People and National Advertisers. The enlargement of activities and involvement of over 700 constructive, imaginative, well trained, aggressive newspaper sales representatives is resulting in growing effectiveness for AANR members.

Sales executives, knowledgeable about the facets of the newspaper's capacity to sell the nation's products and services, move into the scene and communicate on the national level, achieving greater depth and relevance with newspapers, agencies and advertisers, as is evidenced in the following list of a few of AANR's recent performances.

☆ **"WHERE THE ACTION IS"** food presentation with final exposure to forty target accounts in nine cities. Chicago presentation built around annual Food Editors Conference.

☆ Cooperating with Color Awards Program of Editor & Publisher. Presentation went "on the road" to creative, production and media departments of major agencies in 11 cities. Over 2000 agency

people viewed award-winning R.O.P. color ads.

☆ **FOOD EDITORS CONFERENCE** San Francisco, drew 130 food editors to the programs of 51 food companies. Standing room only for participants. Requests from 40 additional companies returned with regrets.

☆ **4A's-AANR MEETINGS** "give and take" sessions between

4A's Newspaper Relations Committee members and National Board contribute to better buyer/seller relationships.

☆ **"NEWSPAPERS ARE TODAY."** AANR/BOA food presentation using testimonial approach with executives of Hunt-Wesson, Sara Lee, Libby, McNeill & Libby, Purex—stressing effectiveness of continuity newspaper food advertising.

*Everyone at AANR is eager, enthusiastic and optimistic about the **NEW** projects on its activity schedule, which will again further communication among Publishers, Agency People and National Advertisers.*



THE LARGEST SALES FORCE IN THE NEWSPAPER BUSINESS.

What to look for in tombstone ads

At first glance, tombstone ads or "new issues", bear as much significance and excitement as Wall Street's Trinity Church graveyard.

But when fully understood 'tombstones' sell as hard and as effectively as any consumer ad, and going by today's standards, they are right in step with the consumerism theme.

"Certainly 'new issue' ads lack the glamour of corporate or consumer product campaigns," says Stanley Rygor, vicepresident, Doremus & Company, a financial advertising agency that is responsible for much of the tombstone advertising appearing regularly in newspaper business and financial sections. "They have neither dynamic pictures nor pictorial copy because of legal restraints placed on them by the Securities and Exchange Commission.

"Advertisers are not permitted to exclaim, 'Purchase our attractive bonds . . . ours are a great investment!' They

are permitted to state only a few important points which reveal the launching of financing and upon this financing depends much of the growth of American industry. With this growth there are more jobs, technological advances, increased profits, and an improved standard of living. Hence, these so-called 'tombstones' proclaim the dynamism of private enterprise."

What does the typical tombstone ad say? Using as an example one demonstrating a public offering of \$150 million for a major oil company underwritten by a well-known banker, Rygor proceeded to answer that question.

"First off, it says the oil company has borrowed capital for the purpose of expansion, growth or perhaps survival in a highly competitive market. The financial expertise of the managing underwriter and the underwriting syndicate, which includes many leading United States investment bankers, is responsible for this action.

"Examining this 'tombstone' more closely, we note at the top a legal hedge clause informing the prospective purchasers not to buy these securities on the basis of the ad, and advising him to refer to the prospectus. The prospectus is a statement by the issuing company, cleared by the SEC, which provides a competent picture from which an investor can make an intelligent evaluation of the value of the securities offered. The prospectus reveals the purposes of the underwriting, who the company officers are, its financial status and a great deal of other pertinent data about the company's operations, history and finances. This hedge clause, therefore, represents protection for a prospective buyer against a hasty judgment.

"After the legal clause we see in large bold figures the capital, \$150 million, that the oil company requires for its purposes. The name of the issuing company is seen next in the most prominent type. Under this we find the nature of the financing bearing the coupon or interest rate.

"The next element in this ad is the price of the security. Then comes a second legal hedge clause informing the prospective purchaser that only certain underwriters are licensed in his

state to do business. In the lower part of the ad, occupying about one-fourth of the space, is the underwriting syndicate of investment bankers led by the managing firm.

"The function of those firms, after SEC clearance, is to purchase the entire issue of securities immediately at a set price and give the company its proceeds—in this case \$150 million. Having purchased these securities, the underwriters then reoffer them to the investing public at a marked-up price. The difference between the two prices, the price they bought the securities and the price they reoffer them to the public constitutes the underwriting spread from which the firms receive their profit, assuming sale of the securities at the offering price."

The question is often raised what significance, if any, lies in the sequence of names in the signature account? Is there a particular arrangement? The answer is a resounding 'yes'.

"A firm's position depends on the size of its participation," Rygor said. "Firms at the top are involved to a much greater degree than those noted toward the bottom. When participation by firms is the same, the sequence runs alphabetically."



Spiked!

You wince at the possibly wasted staff time and expense when a story must be spiked or discarded. We at Lederle do our own "spiking" too. Because pharmaceutical excellence is our job, we "spike" many, many prospects for every product that gets on the pharmacist's shelf. Medicines to prevent and cure disease have to fight their way past our "spike."

 **LEDERLE LABORATORIES** A Division of American Cyanamid Company, Pearl River, New York 10965

For information about Lederle, call Public Relations Dept. 914-735-5000.

The only way to clean up the world is to start in your own backyard.

We started more than thirty years ago.



In the past few months, we have pushed our fight for a cleaner environment to a new high.

In Chicago, Cleveland, and Buffalo, from December of 1970 through March of 1971, we put into operation some of the most effective environmental control systems that have ever been built. This doesn't make steel for Republic. But it *does* make air and water cleaner in Republic plant cities.

In Chicago, new Republic environmental control facilities include three new waste water terminal plants and additional electrostatic precipitator capacity for our open-hearth shop. Earlier, we built a giant "hairpin" cooler and baghouse to cool and filter electric furnace emissions.

In Cleveland, Republic has just installed what is considered to be the largest private facility in Ohio for water quality control. It processes 100 million gallons of water per day — equivalent to the consumption of a city of 500,000 people. Other major new Cleveland facilities include treatment plants for blast furnace waste water and a giant duct that connects electrostatic

precipitators in our two melt shops. Emissions from both our basic oxygen furnaces and open-hearth furnaces are cleaned. The system removes more than 98 percent by weight of the particulate matter.

In Buffalo, we just started up a new bar mill waste water treatment plant and new basic oxygen furnace electrostatic precipitators. In addition, Republic pays a major share of costs for a unique system that pipes fresh water from Lake Erie to the Buffalo River. The system "freshens" the lower river, increases flow rate, and reduces buildup of waste materials.

For more than 30 years, Republic has been installing sophisticated equipment to control the quality of water and air in the communities where we make steel. In recent years, we've dramatically accelerated such operations as part of our continuing efforts to achieve cleaner air and water.

Achieving this required millions of dollars and hundreds of thousands of man-hours of research, engineering, design, and construction, by our own people and suppliers. We had to start from scratch in each situation, because "off-the-shelf" equipment did not exist anywhere, at any price. It had to be created over a period of years as precise needs were revealed.

At Republic Steel, we were working on problems of environmental improvement long before *ecology* became a household word! We've come a long way in cleaning up our own backyard. And we are planning now for the future. Republic Steel Corporation, Cleveland, Ohio.



Water treatment facilities at a Republic Steel mill.



Republicsteel

Reader service, lower costs with shrink bundling system

The Sacramento Union utilizes shrink-bundling techniques to protect its newspapers from handling and weather damage enroute from the press to delivery points.

The Union's production officials say shrink bundling has not only been successful in protecting newspapers, it has also enabled the 100,000 circulation

These include faster roll changes and ease of handling. Each roll of Polyfilm 303 weighs 92 pounds and has 6,700 feet of film. Wire bundles weigh 2,000 pounds. One man, Padilla explains, can change a shrink film roll in 30 seconds. With the wire bundling system, the change required two men and a special hand car.

Using conventional wire and kraft, the Union's bundling costs were 1.5 cents per bundle. This has been trimmed to 1.3 cents per bundle with shrink bundling, Padilla reports. Use of shrink wrap has also eliminated the problem of law suits that result from accidents caused by packaging wire being left on the ground.

Because the newspaper bundles are completely protected with plastic wrap, the Union can utilize a more economical fleet of open trucks for zoned drops. Padilla said closed trucks were required to obtain protection against rain and snow when conventional packaging was used.

He said the Union is also experiencing considerable savings in storage space required for its bundling supplies. The plant stores a six month supply of shrink film (50,000 pounds) in a small corner of the mailroom. Space required for film storage is about one-fourth that required at the Union for wire and kraft wrap, Padilla reported.

Production stoppages have also been sharply reduced in the mailroom since the shrink film system was adopted last year. This had been a problem previously, because of wire breaks and snarls. The Union says between 500 and 800 feet of bundling wire were usually lost during a normal production run because of tangles or equipment malfunctions.

Equipment costs have also been reduced. The Union is using two Milgo/Idab SW 721 wrapping and shrink tunnel units. This equipment costs about one-third that of wire bundling machines.

The new system requires a three-man mailroom crew and a foreman to stack, bundle, address and ship out its 100,000 press run seven mornings a week.



Larry Best, mailroom foreman at the Sacramento Union, inspects a roll of Polyfilm 303 brand shrink film used in wrapping the papers for delivery to carriers.



A roll of Polyfilm 303 shrink film is changed in 30 seconds by one man. Wire bundling required two men, five minutes, and special equipment to change wire bundles.

paper to reduce costs.

The shrink bundling film, Polyfilm 303, underwent a long series of demanding tests at the Union to make certain it met the requirements of its mailing room.

The shrink bundling film, which is only 1.5 mils thick, had to withstand some rigorous handling procedures, according to Larry Best, mailing room foreman.

He explained each newspaper bundle moves more than 100 feet on a mailroom conveyor and a one-story drop through a three-turn chute that leads to another 25-foot conveyor. From there the bundle is thrown onto a delivery truck. The bundle must sustain still another toss, this time from the delivery truck to the ground when it reaches a delivery point.

Edward Padilla, the Union's production director, said the shrink bundling system has replaced a wire bundling system previously used. Significant improvements in both costs and production flow have been achieved with the new system, he said.



Carriers for the Sacramento Union pick up their bundles for home delivery. Bundles are protected from weather and rough handling with shrink film.

We deliver Paradise*

***twice
a day**

The Hawaii Newspaper Agency,
agent for The Honolulu Advertiser
(mornings), The Honolulu
Star-Bulletin (evenings) and the
Sunday Star-Bulletin & Advertiser.
Over 200,000 combined daily
circulation. One buy and we
deliver all of Hawaii. Represented
by Cresmer, Woodward,
O'Mara & Ormsbee, Inc.

Co-ed editor takes Wildcat by the tail

By Gib Clark

"We need to take more stands; it's very important to have a strong editorial page."

So states Jacklyn (Jackie) Becker, the first woman editor in 14 years of the *Arizona Daily Wildcat*, the University of Arizona's, and Arizona's fifth largest, daily newspaper.

And just as a roused wildcat will fight, this year the editorial policy of the Wildcat will be definitive and tough, because that's the way Jackie wants it.

However, purrs this pretty former editor of the Rincon High School (Tucson) newspaper, the *Echo*, "I don't approve of the women's liberation movement. Women can retain their femininity and still succeed in the world."

Her life this year centers mainly around putting out the wildcat, explaining the reason why she is taking less than a full load of classwork. "I don't want to get too bogged down in school." Graduating in May with a B. A. degree in journalism and a sociology minor, she maintains an honor grade average of 1.0.

Writes all editorials

With the courage of her convictions to print what she believes, Jackie jolted readers with the distinction of being the Wildcat's first editor to print a four-letter word, explaining her reason for doing so in an accompanying editorial which has been entered by the Journalism Department faculty in national writing competition.

Jackie jumps up at 6:30 a.m., is at the "U" by 8 o'clock, and at her desk in the Wildcat office by 12:30 p.m. remaining until late in the day, Monday through Friday.

She writes all editorials herself, a job former 'cat editors left to an editorial team having varying opinions. She handles editorial conferences, selects letters to the editor, and lays out the editorial page.

"Our staff this year," she states, "is different from those in former years due to its dedication to turn out a good product.

"Our reporters are really interested in the job. Everybody feels like he is a part of the paper and plays a role in its quality;" and she adds: "It's not my paper."

"The Wildcat," Jackie continues, "is produced in a casual atmosphere, but we demand perfection. We want our news columns to be as objective as possible. We have been fair to everybody."

Diversity in staff

And this objective is being achieved since the reporters come from various backgrounds. While many are journalism students, others are studying pharmacy and architecture.

"This staff diversity," explains Jackie, "makes it possible for the Wildcat to get news that would otherwise be unavailable or difficult to search out." She adds that communication between faculty, administration, students, and the Wildcat this year is good.

Jackie is adamant about her editorial objective, declaring: "The Wildcat has to have a leadership position on the campus. Formerly the Wildcat served mostly as a forum for discussion of campus problems but few editors took decisive editorial positions.

Included among the Wildcat's more hard-hitting editorial campaigns are opposition to the Board of Regent's conduct code; opposition to demonstrations against Brigham Young University, and sharp criticism of the politics connected with selection of replacement for retiring UA president, Richard A. Harvill.

With a circulation of 16,000, the Wildcat ranks as the state's fifth largest daily newspaper, and Jackie's the Jill to handle the job. Besides being editor of Rincon High's *Echo*, she was a reporter last summer on the *San Diego Evening Tribune*, as a Wall Street Journal Newspaper Fund reporting intern.

And the UA Journalism Department named her the "outstanding junior woman" for 1969-70, and awarded her journalistic ability with a scholarship.

Active on campus

Included among her numerous affiliations are: both UA chapters of men's and women's national journalism societies; Phi Beta Kappa; UA's Honor Society, Phi Kappa Phi; and the national journalism scholastic honorary.

With Jackie as editor; Jean Gilbert, managing editor; Merle Reagle, copy editor, and Pam Engebreston, city editor, sports editor Neal Savage flees the feminine "fortress" newsroom through coverage of the many sports events on campus.

During 1971 the majority of the Wildcats will carry late-breaking news—election returns, play reviews, and other news stories which formerly would run a day late because editors did not remain at the printers until 2 a.m. And more reporters go out on night and

weekend assignments than in previous years.

And if there was any doubt whether Jackie intended not putting print where her words were, such was dispelled by the recent publication, in line with various other university dailies, of a classified "test yourself for pregnancy" ad in the Wildcat.

Strangely enough, with an all-women editorial staff, the Wildcat this year carries no "society" or "women's section."

But then, as Jackie says, "The Wildcat has nothing to do with women's liberation."

Newspaperman is No. 2 in state government

A former newspaper executive is Lieutenant Governor of the Commonwealth of Massachusetts.

Donald R. Dwight began his newspaper career as a reporter at the family-owned *Holyoke (Mass.) Transcript-Telegram* after graduating from Princeton University. In 1957, he became an assistant to the publisher (William Dwight) and six years later, he left the newspaper field to accept the position of associate commissioner of the Massachusetts Department of Public Works.

In 1966, Dwight returned to the *Holyoke Transcript* as associate publisher and general manager.

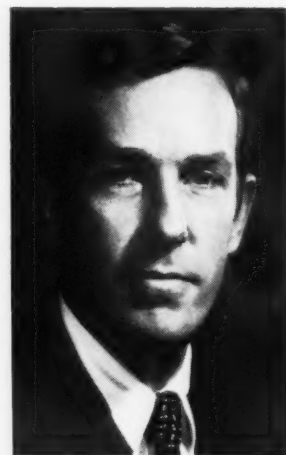
When Francis W. Sargent became Governor of Massachusetts in 1969, he named Dwight to the position of commissioner of Administration and Finance, the state's highest appointive office.

Last year Dwight was nominated for lieutenant governor by the Republican State Convention and he was successful in the November election.

Dwight is a director of the *Holyoke Transcript-Telegram*; treasurer and director of the *Concord (N. H.) Daily Monitor*; director of the *Greenfield (Mass.) Recorder*, and recorder, treasurer and director of the *Westfield (Mass.) News Advertiser*.

He formerly was president and director of the *Edwardsville (Ill.) Intelligencer*, secretary of the New England Newspaper Association, director of the United Press Editors of Massachusetts and chairman of the Massachusetts Newspaper Information Service.

He is a member of the New England Chapter of Sigma Delta Chi.



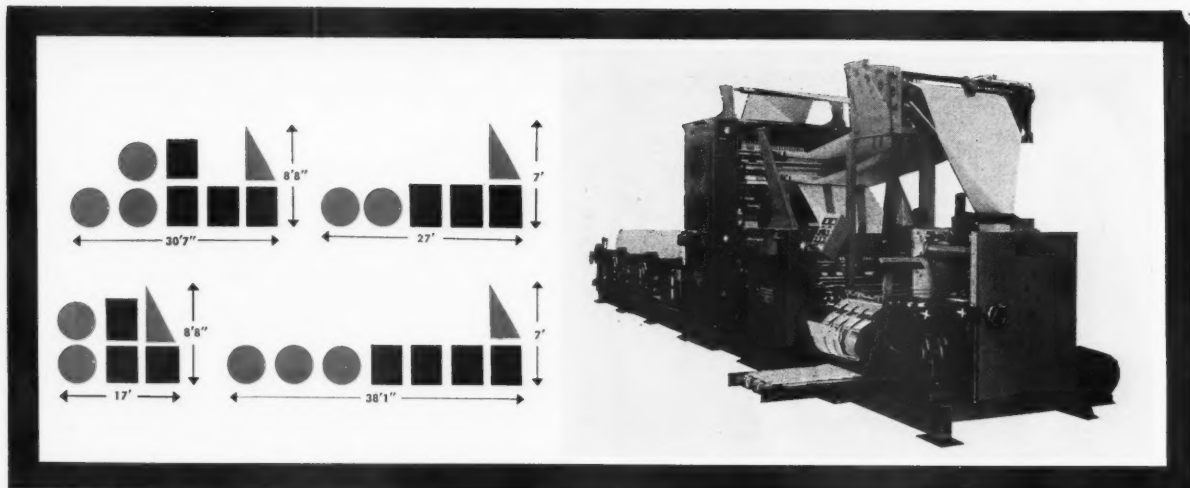
Donald R. Dwight

103 youths named for internships

Scholarships totaling \$62,000 have been reserved for 103 college students selected to serve newspaper internships during the summer months.

The Newspaper Fund, a foundation which encourages young people to consider newspaper careers, will award the scholarships in September when the interns return for their final year in college.

Forty-three of the internship-scholarship winners will work for 12 weeks during the summer as reporters on daily newspapers, after which they will be awarded \$500 scholarships by the Fund. Sixty other students will attend a three-week course in advanced copyediting and will work for nine weeks as copyeditors on selected daily newspapers. The copyediting interns will receive \$700 scholarships at summer's end.



here's how it stacks up
with the

NEWSking

web offset press

The News King's big feature is flexibility...perfecting units and roll stands may be installed in-line or stacked to fit your space requirements. Convenient controls on each printing unit—plus self-adjusting automatic web tension control makes press operation easy, and cuts your manpower needs. The News King is available in up to 6 perfecting units, which can produce up to 24 broadsheet pages. With 3 perfecting units, it produces up to 12 broadsheet pages. Profits stack up too, as the News King produces a more attractive newspaper in sparkling black and white and color at a production rate up to 15,000 newspapers per hour.

In combination with a sheeter and folder, the News King is ideal for commercial printing, too...all designed and manufactured to American Type Founders' high standards. Put a "King" to work...it's the "American" way.

KING PRESS DIVISION

ATFP AMERICAN Type Founders Co., Inc.

JOPLIN, MISSOURI 64801
Phone (417) 781-3700

One of the White Consolidated Industries
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YES, we are interested in putting a "King" to work. Please send more information.

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SCHENECTADY

GAZETTE

Cresmer, Woodward, O'Mara & Ormsbee, Inc.
Newspaper Representatives

ANPA/RI conference will focus on costs

The universal problem of how to reduce production costs in an era of spiralling prices underlies the program of this year's Production Management Conference sponsored by the ANPA Research Institute at Cincinnati, June 6-10.

Four mornings of technical sessions and the exhibit of newspaper production equipment that runs for four afternoons are all focused on ways and means of getting a daily newspaper produced better, quicker and more profitably for all concerned.

All events of this, the 43rd conference, will take place in the new Conference and Exposition Center at Cincinnati. The exhibit area, totalling some 100,000 square feet, includes space for 450 booths—50 more than last year's alltime high at New Orleans. The exhibit space is sold out.

The exhibits open Sunday, June 6, at noon, and run through Wednesday evening, June 9, until 6 p.m. The technical program starts on Monday morning, June 7, at 9:30 and continues for four mornings through Thursday noon, June 10. The technical sessions and the exhibition are never open at the same time.

Keynote address of the technical program will be delivered by John Prescott, general manager, *Philadelphia Inquirer*, on the subject of counteracting spiralling costs. Also scheduled for the opening session are an address on plant security by the assistant director of the U.S. Secret Service, Jackson N. Krill, and a talk on "Peopleware" by Dr. Robert K. Burns, director of the Industrial Relations Center at the University of Chicago.

Presentations at the second morning session are grouped under the general heading, "The Realities of Adapting to New Processes—You Don't Just Plug It In!" Here, newspaper production men and technical specialists will deal with computer-oriented composition, Di-Litho operations, automated mailrooms and the new relief plates—including the Ball Metal plate, Dyna-Flex, the Hunt-Master Aluminum plate, Hylox and Letterflex.

By popular demand, the Workshop sessions introduced last year, will be featured again. There will be five Workshops concurrently on Wednesday morning, June 9. Each

workshop will be given twice so that those in attendance can take advantage of the discussions and knowledgeable give-and-take on two different subjects during the morning. The five general topics and the Workshop Session chairmen are:

Composition — Donald F. Wright, operations research manager, *Minneapolis Star & Tribune*.

Press & Stereo — Robert Dumke, vicepresident and production manager, *Milwaukee Journal & Sentinel*.

Engraving — C. R. Turnbull, production manager, *London (Ont.) Free Press*.

Mailroom — Irving Newhouse, director of production planning, *Long Island Press*, Jamaica, New York.

Offset — Wally A. Walsmith, production manager, Lee Enterprises, Davenport, Iowa.

Of special interest to editors and newsroom personnel as well as to newspaper production personnel is the program Thursday morning, called Electronic EXTRAS in the Newsroom.

James S. Copley, Copley Newspapers, will introduce this session which covers the new technological developments as they are used on daily newspapers and at the wire services.

CRT video display terminals will be discussed by men who use them daily at their newspapers:

For editorial and news processing—James H. Jesse, general manager, *Cocoa (Fla.) Today*; James F. Darr, general manager of communications, United Press International; and David L. Bowen, director of communications, Associated Press;

For proofreading and classified ads: Tippet Davidson, vice-president, *Daytona Beach (Fla.) News-Journal*, and William H. Goodman, *Plainfield (N.J.) Courier-News*;

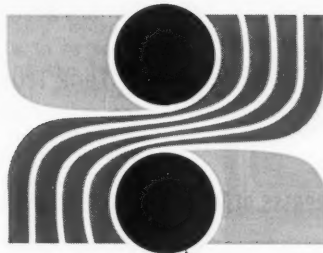
For mark-up; Ralph E. Eary, production manager, *Rocky Mountain News*, Denver.

Optical Character Recognition Systems, James S. McMillan, managing editor of the *Worcester (Mass.) Telegram & Gazette*, where a OCR unit has been in operational use for almost a year.

The ANPA Research Institute expects its largest attendance ever at this conference. Four hotels are cooperating by making their accommodations exclusively available to ANPA.

EDITOR & PUBLISHER for April 17, 1971

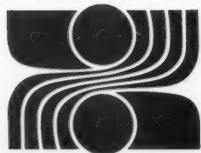
We've consolidated 26 Corporations into this brand



Our new brand represents newspapers and allied companies in 14 Texas cities. It represents nearly one-half million daily circulation. It represents a half century of publishing experience and service to our newspaper communities by 2,000 dedicated employees.

Our new brand represents a new professional management team designed to manage change. It represents a new corporate staff of specialists to assist our newspapers with planning, marketing and technological services.

You'll be seeing more of our new brand in the future.



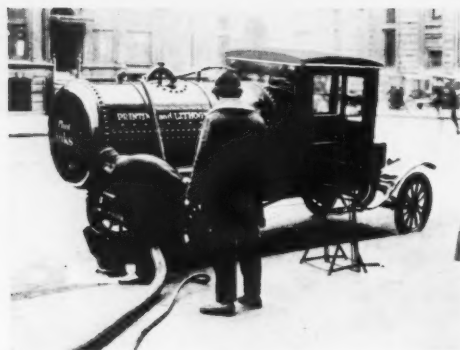
HARTE-HANKS NEWSPAPERS, INC.

Abilene Reporter News
Big Spring Herald
Bryan Daily Eagle
Commerce Journal
Corpus Christi Caller-Times

Corsicana Sun
Denison Herald
Greenville Herald Banner
Huntsville Item
Lewisville Leader

Marshall News Messenger
Paris News
San Angelo Standard Times
San Antonio Express & News

Executive Offices: Harte-Hanks Newspapers, Inc., P.O. Box 269, San Antonio, Texas, 78206



To the best of our knowledge this was the first Tank Truck delivery of ink. This photo shows a shipment of Flint Ink being unloaded at the Detroit Free Press in January 1922.

THEN and NOW... a step ahead!

■ Flint Ink Corporation now has a fleet of modern tank trucks emanating from 17 cities Coast to Coast. Six types* of inks including Arrowlith web offset black, a Flint first, are now delivered to printers and publishers across the nation.

■ Cost-minded production men know that Tank Truck delivery of ink is a sure way to save space, handling, waste and money. Maybe you're missing something. We'll be glad to hear from you.

*ARROWLITH WEB OFFSET BLACK ■ ARROWHEAD LETTERPRESS BLACK ■ R.O.P. COLORS ■ COMIC COLORS ■ GRAVURE BLACK ■ GRAVURE COLORS



Structure in the background is part of our national headquarters.



NATIONAL HEADQUARTERS • 25111 GLENDALE AVENUE, DETROIT, MICHIGAN 48239

DETROIT • ATLANTA • CHICAGO • CLEVELAND • DALLAS • DENVER • HOUSTON • INDIANAPOLIS • JACKSONVILLE
KANSAS CITY • LOS ANGELES • MIAMI • MINNEAPOLIS • NEW ORLEANS • NEW YORK • PROVIDENCE • SAN FRANCISCO

New planning system for Harte-Hanks

Texas-based Harte-Hanks Newspapers is introducing a new system of corporate planning.

It is designed to embody the principles of participative management by objective. All department and division managers in each of the 16 Harte-Hanks operating divisions will be involved in the process.

The purpose of the program is the creation of a process that:

1. Makes it possible to maintain editorial independence and community integrity at each Harte-Hanks newspaper and still afford the benefits to be gained from being part of a newspaper group.

2. Encourages decentralized decision making.

3. Provides every manager a means whereby he can plan for his own area in a way that can be coordinated with other divisional areas and consolidated at the corporate level with a minimum amount of paper work.

Embodies sufficient flexibility to react to a rapidly changing environment.

A feature of the Harte-Hanks program is the utilization of a planning services coordinator for each operating division and for the corporation itself. In the smaller divisions, this is a part-time job; in the larger units, it becomes nearly a full-time effort.

The planning coordinator does not "do" the planning; this is deemed to be a management function. However, the planning coordinator assists line managers in the administrative aspects of the process much the same as a chief accountant administers the accounting process.

Bill Gullidge has joined Harte-Hanks Newspapers as Corporate Director, Planning Services. His primary responsibility is the administration of the corporate planning process. He insures that each division has an effective planning program in operation. Formerly associated with General Dynamics he has a mechanical engineering degree, an MS degree, and a recently completed MBA degree.

The new planning coordinator for Harte-Hanks' largest operating division is Robert C. Dorsey. He will work full-time serving the *San Antonio Ex-*

press-News and KENS-tv, San Antonio's CBS affiliate. Before joining the company he was associated with the Enjay Chemical Division of Humble Oil and Refining Company. He has a mechanical engineering undergraduate degree and a masters of business administration.

It is expected that all Harte-Hanks operating divisions will be using the new planning process at least to some degree by July 1.

Pressmen face damage claim for stoppage

Forest City Publishing Co., publisher of the *Cleveland Plain Dealer*, is planning to sue Local 5 of the International Printing Pressmen and Assistants Union for at least \$125,000 as the result of a work stoppage at the paper.

A spokesman for the Newhouse newspaper said the suit would be based on a breach of contract, which halted publication of the final editions of the paper on Thursday morning, April 8. Damages to be sought would be based on the loss of circulation, loss of advertising revenue and other losses as a result of the work stoppage.

The PD has a similar suit pending against the printers' union because of a work stoppage in 1967, which officials said cost the morning and Sunday publication \$196,000.

An official of the union pointed out that the strike was not sanctioned by the union.

U.S. District Court Judge Girard E. Kalbfleisch in Cleveland issued a temporary restraining order against the work stoppage.

Members of the union shut down the presses early on April 8 when a dispute arose over eight union members. Management had said they would not be paid because they were more than three hours late.

Management contended that the union should follow usual grievance procedures in settling the dispute.

Open shop stands

The *Anderson* (S. C.) *Independent* and *Daily Mail* will continue their open shop policy, in effect 46 years, in the production department. The *Anderson* typographical union failed by three votes to win an election as bargaining agent.

for April 17, 1971

MORE GOOD NEWS FROM FLINT FOR WEB-OFFSET PRINTERS



New MIRACLE "V-2020" CONCENTRATE is an easy to use, one step time saver fountain solution that does away with gum.

■ When you use this great new development from Flint, you'll never have to gum another plate nor experience stripping again.

■ Even helps you print better to assure customer satisfaction.

- Prolongs plate life
- Increases ink mileage
- Eliminates dampener cover changing by almost 10 times
- Reduces scumming
- Sharper printing/less ink emulsification
- Available in: 1 gal. plastic/5 gal. plastic with faucet/30 & 50 gal. lined fiber drums.

For further information on this new MIRACLE fountain etch, contact your nearest Flint representative.

EDITOR & PUBLISHER

8 of 10 Buffalonians are hooked on The News daily. (that's readership!)



The active
read The News.
After all...The News
is Buffalo.
(that's leadership!)

BUFFALO EVENING NEWS

Represented nationally by Story & Kelly-Smith.



AD-EDITORIAL—The Cincinnati Enquirer has completed this editorial-advertising public service campaign. The ads ran at one week intervals and after they had appeared, the campaign was reprinted in a six-page, full-size folder for distribution to retail accounts. Thomas R. Gormley, vicepresident, advertising, said the series, as well as the ad technique, originated with the Miami Herald.

Dep't of Justice okays sale of Enquirer to AFC

The U. S. Department of Justice gave the green light to the purchase by the Cincinnati-owned American Financial Corp. of the 60% interest held in the Cincinnati Enquirer Inc. by E. W. Scripps Co. and related interests.

The purchase price is \$40 per share in cash for the 502,000 shares of Enquirer stock owned by the Scripps group, or \$20,080,000.

In announcing the purchase agreement last February 19, Carl H. Lindner, AFC board chairman and president, said a condition of the agreement was that AFC also will offer \$40 per share in cash to all other shareholders in the Enquirer following closing of the purchase. There are 834,000 shares outstanding, bringing the total purchase price for all shares to \$33,360,000.

The closing date of the agreement is on or before May 7.

The Justice Department approval was in a statement filed in U. S. District Court, Cincinnati, by Norbert A. Nadel, first assistant U. S. attorney in Cincinnati.

The statement provided that the government reserves the right to withdraw its "non objection" if the sale to AFC is

not completed on or before July 9.

Enquirer directors this week voted the regular quarterly dividend of 35 cents a share. Total revenue for six months to March 31 was reported as \$13,703,714, compared to \$13,157,448 for the corresponding period of the previous fiscal year. Net profit reached \$1,045,021, as compared to \$984,785 but litigation expenses reduced this year's figure to \$901,550.

Southern foundation passes fund goal

A campaign to raise \$550,000 for continuing education of Southern journalists has surpassed its goal.

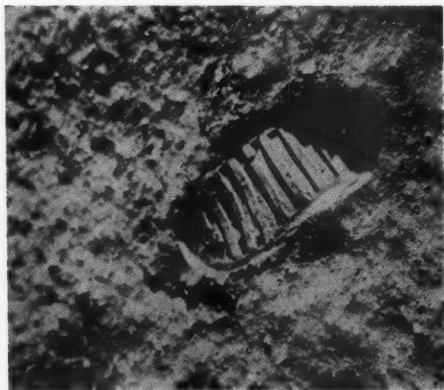
Joe M. Dealey, president of the Dallas (Texas) *Morning News* and chairman of the Southern Newspaper Publishers Association Foundation Board of Trustees, announced that gifts and pledges have exceeded \$560,000.

The SNPA Foundation sponsors seminars and workshops at Southern universities for journalists.

Serving as general chairman of the fund-raising effort was J. Kelly Sisk, president of Multimedia Inc., of Greenville, S. C.

EDITOR & PUBLISHER for April 17, 1971

The first footsteps on the Moon led right to Houston's poor kids.



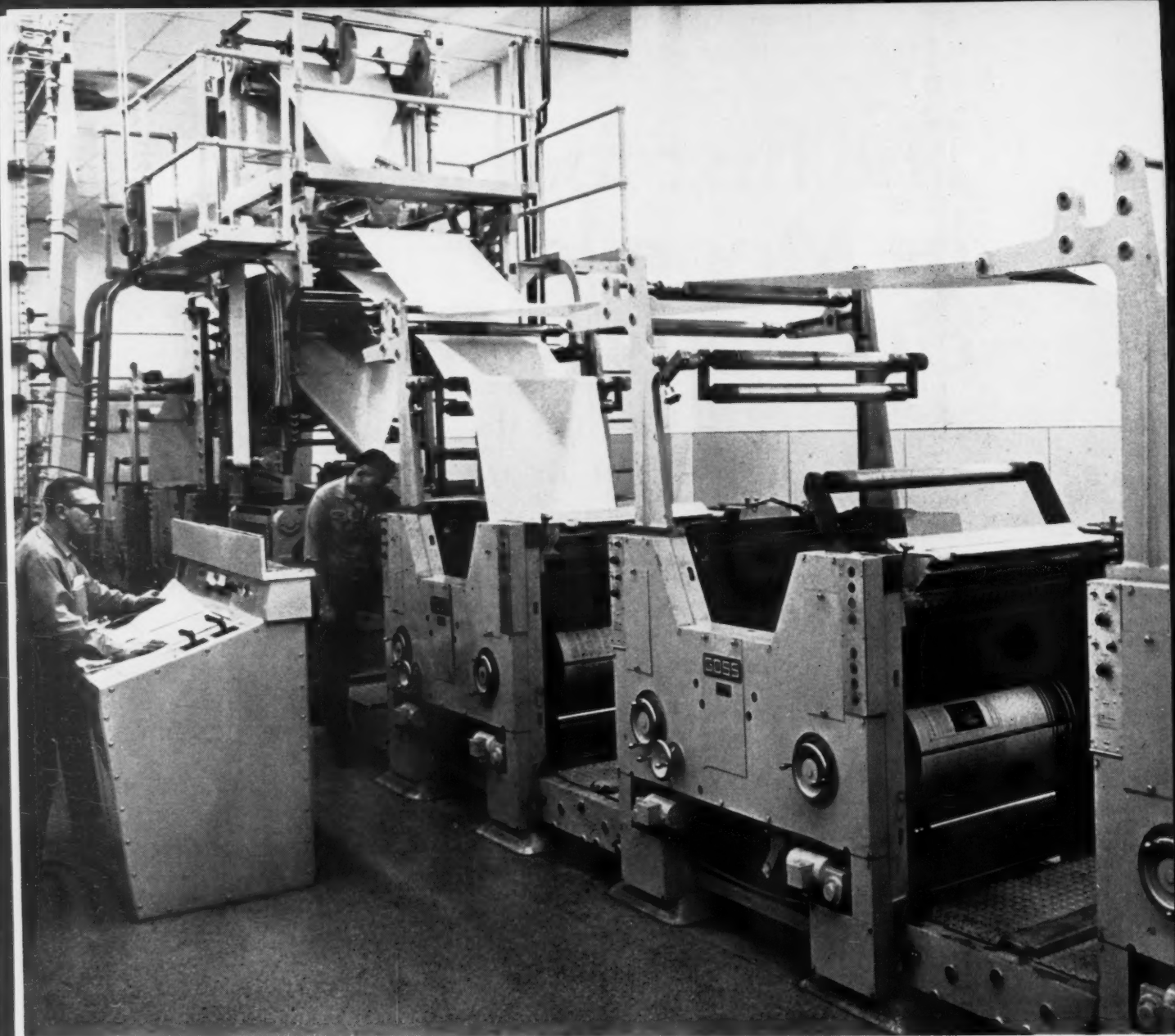
NASA PHOTO

The steps that were taken on the Moon for all mankind had a special meaning for a specific part of mankind on Earth: The boys and girls of Houston who get Christmas toys from The Chronicle's Goodfellows.

Each of the three Apollo XI Astronauts autographed three volumes of the AP book "Footprints on the Moon." The Chronicle auctioned off these valuable souvenir books, and the entire proceeds went to swell The Chronicle Goodfellows Fund. Christmas each year is a little brighter in Houston for poor boys and girls because of Goodfellows. The Chronicle works all year long with a number of civic and cultural activities to help make Houston a better place for all its citizens.



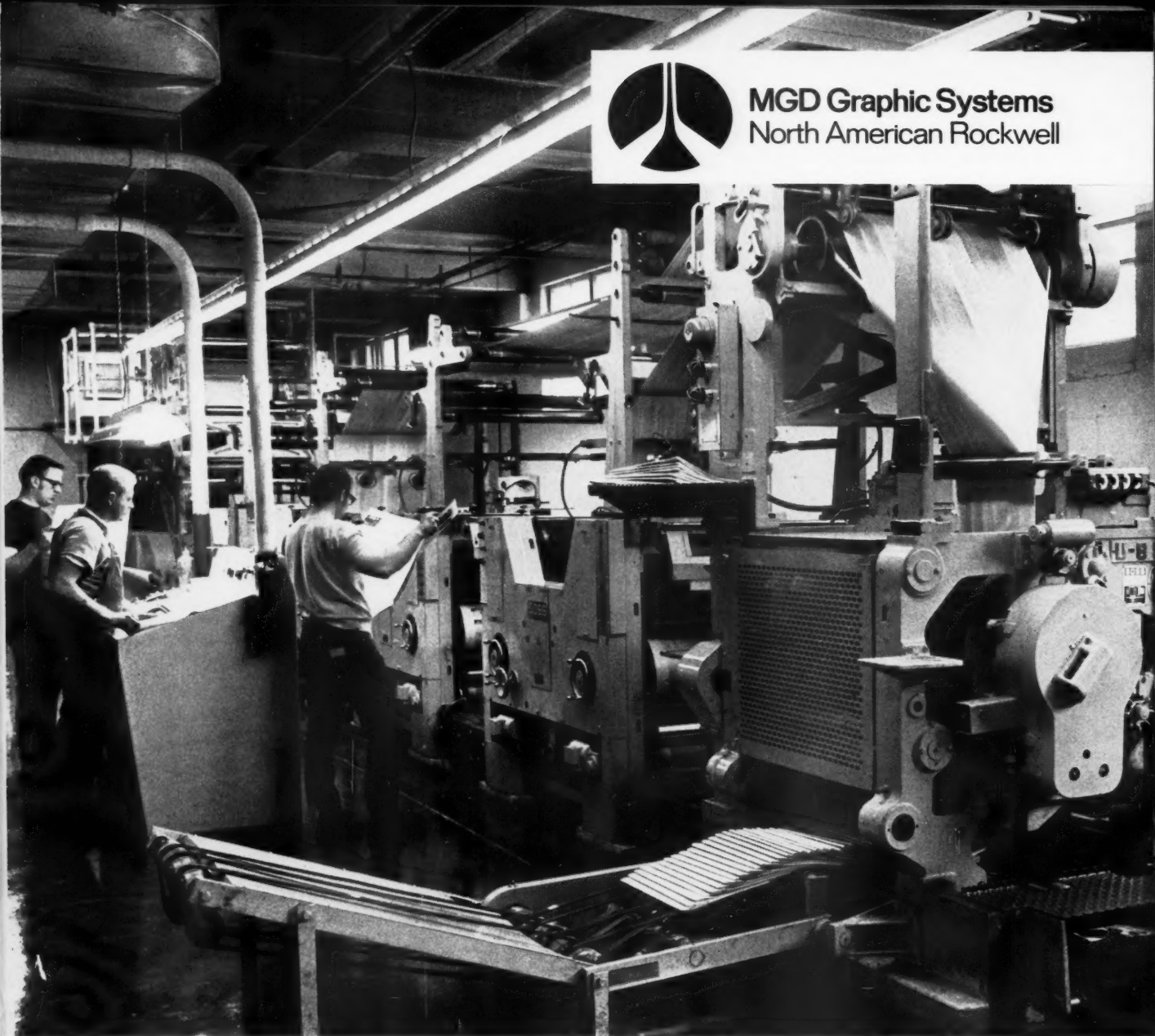
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Goss

Press keeps the heat on to protect right-to-know

Even with 20 years of experience under state right-to-know model statutes, the task of insisting on the public's right to information about public affairs is a continuing one for the news media.

Some current cases:

* * *

Connecticut's news media wants a marked tightening of the state's right-to-know laws.

Media representatives, attending a Legislative Judiciary Committee hearing, urged passage of new legislation as a means of preventing the mis-use of government decisions and deliberations that should be open to the public.

"Executive session" abuse was cited by a number of speakers, among them Carter White, publisher of the *Meridan Record-Journal*, and representing the Connecticut Daily Newspaper Association.

As an example, he noted that the school board in his city had given raises to the school sup-

erintendent and created new positions during executive session, but the news itself was not obtained by newsmen until seven weeks later.

Executive sessions

David B. Offer, *Hartford Courant* reporter, and Sigma Delta Chi's state chairman, commented that he was not asking for "privileges" for the press. He reminded the committee that the press comes across situations in which public officials forget "for whom they are in business—the public."

Representing the state's weeklies, Richard M. Diamond, publisher, *Trumbull Times*, categorized the use of executive session as "the number one obstacle" to the public's right to know public information.

In Trumbull, he said, the police commission has been meeting behind an iron door and near jail cells. Anyone seeking meeting admittance has to

wait at the door until a buzzer-lock is pushed.

James Healion, Hartford bureau manager for United Press International, representing the wire services, said the Connecticut state police recently refused to provide reasons for sudden retirement of four troopers later charged in connection with the shooting of two burglars.

The state police claimed that disclosure of the reasons for the resignations would have jeopardized police informants according to Healion.

One measure under consideration would fine custodians of public records from \$25 to \$100 a day for each day public information is "wilfully" withheld.

* * *

Ethics ordinance

Circuit Judge Nelson W. Doi ruled recently that three sections of the County of Hawaii's ethics ordinance are in violation of the "public's right to know."

Doi granted an injunction

sought by the Big Island Press Club in Hilo. Filed by Attorney Steven Christiansen, a member, on behalf of Hugh Clark, news editor of the *Hawaii Daily Tribune-Herald*, and Bill Arballo, Radio KIPA and United Press International reporter, the court suit contended the ordinance violated County charter provisions which prohibit closed meetings and also had the effect of "muzzling" county employes on ethical matters.

The ethics ordinance adopted in September 1970 provides meetings of the Ethics Board can be closed by a two-thirds vote of the five-member board. The charter provides that all meetings of the council, boards and commissions shall be open except "where personal matters affecting the privacy of the individual are to be considered."

Doi took note of this in his decision.

He said he would not rule parts of the amended ordinance dealing with closed meetings invalid. However, he did require that they be considered together with the charter so that in addition to the request of the individual, there be a finding by the Ethics Board that the subject does involve personal matters affecting the privacy of an individual.

(Continued on page 48)



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Right to know

(Continued from page 46)

The Press Club also challenged a section which reads: "No officer or employe shall disclose confidential information gained by reasons of his official position."

It contended this violated the freedom of speech which "is or may be protected and permitted by the First and 14th amendments to the Constitution of the United States."

Doi ruled the section does violate the rights of free speech and free press.

He said that the right to know, while it is not spelled out in the State or Federal Constitution "is one of the most basic and the most important rights of the people."

"While the press has no more rights to public records and access to officials than the ordinary citizen it becomes almost impossible for the ordinary citizen to fully exercise these rights particularly at the state and federal level," observed Doi.

"It would appear that the press has a right to all the information that the citizen has a right to know. I have not read a case otherwise."

Convenient platitude

On the section dealing with "confidential information" which the Press Club challenged, Doi wrote that "confidential information is a convenient platitude too often used by government when it is not clear what it includes and therefore leaves to chance, and for later determination as the problem arises."

Ruled Doi: "It is so vague the officer or employe must gamble at its meaning. The officer or employe will be unnecessarily restrained from giving information."

"Who decides what is confidential and on what standards? There are no legislative standards. It will depend on discretion and sometime whim of the officer or employe."

"It will allow the officer or employe to do his own legislating. The result could only be to 'tell' less than what might be confidential. It will likely muzzle the officer or employe."

"I conclude the section is unlawful and void because it violates the right of the citizen, the public, to know under the Constitutions of the United States and Hawaii, and the right of the press to information from the government under the first and 14th amendments of the U.S. Constitution."

The open meetings provision in the charter, inserted at the insistence of the press club, is conceded to be the toughest in the State in certain respects.

A section provides that when a special meeting is necessary, notice of such a meeting must be advertised in a newspaper of general circulation at least 24 hours in advance and where this requirement cannot be met, notice of the meeting shall be made by broadcasting a minimum of three announcements in the English language over FCC licensed public radio stations in Hawaii County or television stations with local audience. Such announcements must be between the hours of 7:00 a.m. and 5:00 p.m.

* * *

Hearings closed

Morristown Daily Record Inc., publisher of *Morris County's Daily Record* and the *Parsippany Daily Record* in New Jersey, has instructed its attorney Robert P. Hanley to file a brief in the county court, seeking a declaratory judgment on the question whether the town's governing body, the mayor and board of aldermen, acted properly by conducting private hearings of departmental charges levied against a police officer.

The officer, Capt. William E. Pierson Sr., was charged with releasing classified information regarding a massive drug bust to the principal of a local high school, and with falsely accusing another police officer with releasing the information.

Pierson was found guilty on both charges by the board March 9, and on March 15 was expelled from the force.

The town's attorney, E. Marco Stirone, advised the mayor and 10 aldermen to close the hearings of evidence and testimony on March 3-4 which preceded the verdict and sentence.

The town fathers allowed Stirone's request despite the objection of William J. McGovern, Pierson's attorney, who cited the same state statute mentioned in the *Daily Record* brief.

At the time, it was noted that Stirone acted in his capacity as counsel for the mayor and board, and as prosecuting attorney in the case. Questions of admissibility of testimony and evidence were directed to Stirone throughout the session.

And Pierson was quoted during and after the process as saying he had little success entering information which he claimed would have proven his innocence.

(Continued on page 50)

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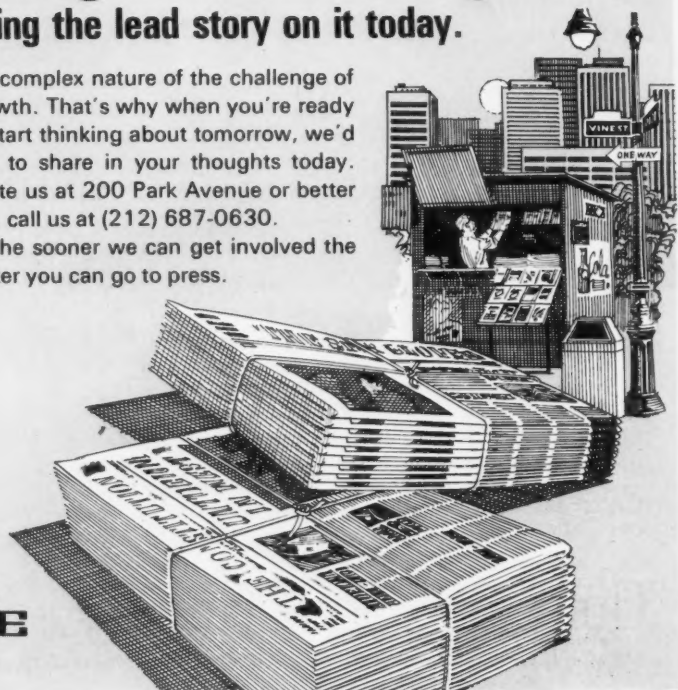
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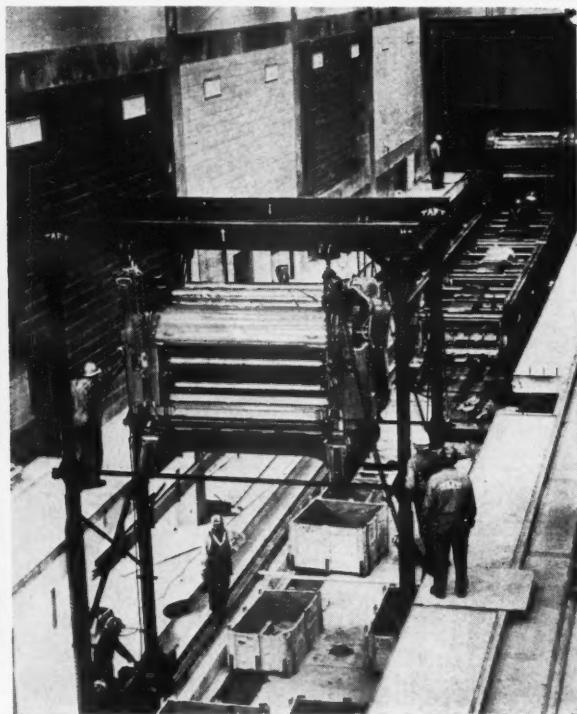
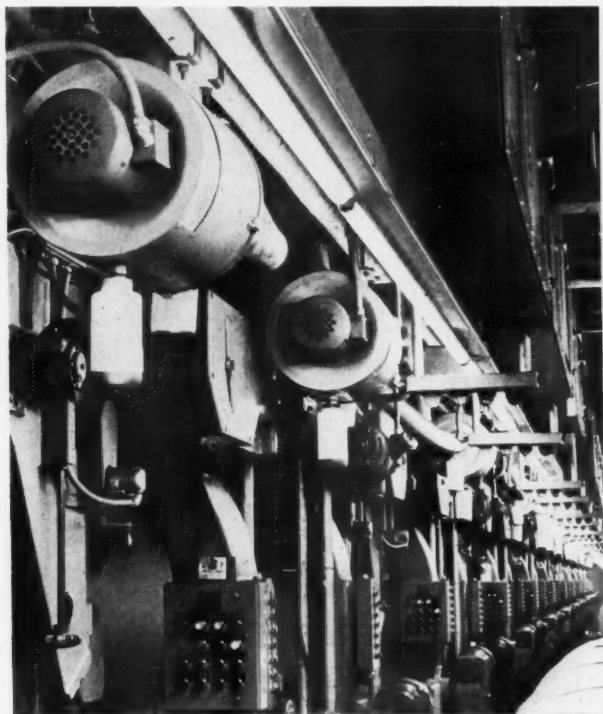
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Right to know

(Continued from page 48)

Second action

The Daily Record brief will be the newspaper publisher's second in this matter.

Following the hearings of March 3-4, Hanley was directed by the newspaper to request of the court an order for the town to show cause why the public and press were not allowed to attend the previous two sessions.

Stirone, representing the town, answered in court March 8 and county Judge Edward F. Broderick Sr. ruled the matter moot after Stirone assured the Judge the session scheduled for that evening would be open.

Nevertheless, that evening, the public portion was limited to a two-sentence reading of the guilty verdict following a 90-minute closed deliberation conducted by the mayor and board of aldermen.

The announcement of the verdict mentioned the decision had been derived by a "majority vote." There was no elaboration regarding the individual votes of the members.

The Right To Know Law says

in part that actions taken by public bodies must be conducted in public.

The verdict was again voted upon prior to the sentencing session March 15, but this time it was conducted openly.

Also voted upon publicly, at that meeting, were the sentence and what amounted to a denial of Pierson's request for a stay of punishment pending an appeal.

The captain said he would appeal the case, which he called a "travesty," to the state civil service authorities and he promised the second round of hearings would be conducted publicly.

Secrecy rule killed

Under heavy protest by news media, the Ohio Senate has killed from the rules of the current session a specific provision that authorizes secret sessions whenever two-thirds of the members think it is necessary. Under the Ohio Constitution, however, the Senate still is allowed to shut its doors to the public.

The Senate majority leader, Theodore M. Gray, a Republican, said that, even with this power, the authority is "unnecessary, and one we do not

need." It has never been invoked by the Ohio General Assembly.

Earlier, the speaker of the House, Charles F. Kurfess, pushed through the lower chamber a rule to spell out the legislative authority to hold closed meetings. He said the rule was adopted to bring House rules in line with the state constitution.

* * *

FOI lawsuit

The *Nashville Tennessean* is suing the Federal Housing Administration under the Freedom of Information Act in an effort to gain access to an appraisal report and the name of an appraiser in Nashville.

The lawsuit was filed in connection with a series of stories the *Tennessean* had published on a home owned by Hugh James, a blind man. James contends the FHA appraised the home in July, 1969 for \$10,850, although it was actually worth much less.

The lawsuit names FHA director Carroll G. Oakes of Knoxville; George Gregson, director of the Nashville FHA office which operates under Oakes, and Eugene Gullede, assistant secretary commissioner of the FHA in Washington.

The lawsuit, filed in U.S. District Court, said the *Tennessean* asked both orally, through a reporter, and in writing for the information several times. The suit said Oakes first said the information would be provided, then said it would not be.

Burrow retires

Production Superintendent William C. Burrow of the Evansville (Ind.) Printing Corporation was honored with a company retirement dinner March 31. Among those present was former Kentucky Gov. A. B. (Happy) Chandler who had appointed Burrow Kentucky state industrial relations commissioner in 1936, a post which Burrow filled for 10 years.

Capen rejoins Copley

Richard G. Capen, assistant to the Secretary of Defense for Legislative Affairs, will rejoin the Copley Newspapers as a vicepresident at LaJolla, Calif. headquarters May 1. Prior to joining the Department of Defense in January, 1969 as Deputy Assistant Secretary for public affairs, he served eight years as corporate director of public affairs for the Copley Newspapers.

Unions billed in boycotting

Three unions found guilty of violating court orders in the printers' strike against the *San Rafael* (Calif.) *Independent-Journal* have been ordered to pay the National Labor Relations Board \$21,179 for court costs and expenses.

The unions announced plans to appeal this ruling by Judge William T. Sweigert. He previously had found the San Francisco Area printers and two teamster locals guilty of violating an injunction by imposing a secondary boycott against the I-J advertisers.

In announcing the NLRB payment order, Sweigert denied the rights of the I-J, which seeks \$83,000; the Food Employers Council, representing several Marin markets and asks \$27,000, and the city of San Rafael, which claims \$25,000, to present individual claims against the unions at this time.

The court advised the three claimants they are eligible to bring separate actions later under a U.S. government code which gives redress to anyone injured by secondary boycotts.

The unions previously were ordered to pay \$25,000 each for violation of Sweigert's injunction against the boycott activity. Three union officials have been placed on probation for a year for boycott participation.

Kalman Seigel heads Society of Silurians

Kalman Seigel, a member of the editorial board of the *New York Times* and editor of the *Times' Letters to the Editor*, was elected president of the Society of the Silurians, an organization of past and present newspapermen at the annual meeting of the Silurians April 14. He succeeds William R. Hart, a public relations executive with the New York Life Insurance Company, as president.

Other officers are: Oliver Pilat, first vicepresident; Leo J. Margolin, second vicepresident; Charles B. Crisman, treasurer; Charles Speaks, secretary, and Victor House, counsel.

Son in father's job

Anthony C. Berardi Jr. has been named to a new post, director of photography, at *Chicago Today*, and Joseph P. Mastruzzo Sr., is now chief photographer. Mastruzzo succeeds Anthony Berardi Sr., who retired.

Reading the daily newspaper is a family affair in non-metropolitan city homes.



With family life centered more closely around home and community in non-metropolitan cities, the daily newspaper is more intimately involved with its readers, both young and adult. It is the daily chronicle of current events, with both editorial and advertising reflecting the local scene.

This is why advertising is often more effective in smaller city daily newspapers, absorbing the immediacy and sharing in the personal interests of the reader.

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In fact, all automatic features can be handled manually, if ever necessary, to maintain production.

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Circulation now exceeds 200,000 daily, 200,000 Sunday--after the greatest gains of all Northern California newspapers.



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Metro San Jose takes the lead in retail sales in Northern California!

Now ahead of San Francisco and Oakland in total taxable retail sales...in sales of general merchandise...in home furnishings and appliances... building materials...automotive group. In apparel store sales, second only to San Francisco.

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Dollars spent currently on new construction in Metro San Jose almost equal San Francisco's and Oakland's combined.

Apply any other yardstick and you'll see Metro San Jose as the number one market in Northern California.

Ask your Million Market Newspapers' representative for further information, especially (if you haven't seen it) for the Stanford Research Institute forecast to 1980 on the San Francisco A.D.I. Or write the Mercury and News Marketing Dept., 750 Ridder Park Drive, San Jose, CA 95131.

Sources: Media Records, U. S. Department of Commerce, California State Board of Equalization, Stanford Research Institute, Sales Management. All references to Oakland apply to its entire county, Alameda. San Francisco city and county are one and the same.

Jose, California

the San Jose Mercury and News, two of the Ridder Newspapers, are members of Million Market Newspapers, Inc.

Blair will head Times PR staff; Taubkin retires

Irvin S. Taubkin, director of public relations for the New York Times Company, will retire on May 1.

William G. Blair has been named manager of public relations for the Times.

Taubkin, 64, is retiring after more than 35 years of promotion and public relations work in the newspaper business. A native of New York City, he studied at the University of Wisconsin and at New York University. Before joining the New York Times promotion department as a copywriter in 1934, he spent six years as a reporter for the *Dallas (Texas) Morning News* and as Texas correspondent for the *New York Times*.

During World War II, he was on the editorial staff of the London edition of *Stars & Stripes*. After the war, he was promotion director of the Bureau of Advertising, American Newspaper Publishers Association. He rejoined the Times in 1947 as promotion manager, becoming promotion director in 1960. When the Times public relations department was established in 1969, he was named its director.

During the 1940's he conducted the Promotion column in E&P under the byline of T. S. Irvin.

Taubkin is a former president of the International Newspaper Promotion Association, a member of the Public Relations Society of America and chairman of the public relations committee of the ANPA.

Blair, 45, is a native of Chicago. After graduation from Princeton University in 1950, he joined the staff of the



Taubkin



Blair

Kansas City (Mo.) Star as a reporter. In 1953 he became a member of the news staff of the New York Times and wrote under the byline of W. Granger Blair, covering local and foreign beats.

On his return to the United States he was named employee communications manager and, a year later, manager of the newly established public relations department. He is a member of the Public Relations Society of America. During World War II, he served in the U. S. Marine Corps.

Estabrook leaves Washington Post

Robert Estabrook has retired from the *Washington Post* to devote his time to publishing the weekly *Lakeville (Conn.) Journal* with his wife, Mary Lou. They bought the 4,400-ABC paper in January.

Estabrook, who began his career on a weekly in Michigan, has held several assignments during his 25 years with the Post. He was editor of the editorial page from 1963 to 1961 when he went to London. He became associate editor on his return and served as correspondent at the United Nations.

Controller retires

William A. Larson, former chief accountant of the *Chicago Tribune*, retired this week. He has been succeeded as controller of the Robert R. McCormick Trust by G. H. Geenert, former chief accountant of *Chicago Today*.

news-people

Llewellyn fills new operations post in Lincoln

Adam G. Llewellyn, vicepresident of the Scripps League of Newspapers, has been elected general manager and chief operating official of the Journal-Star Printing Co., publishers of daily and Sunday newspapers in Lincoln, Nebr.

In announcing the election, the board of directors said the newly created office will permit a single operating head to coordinate and to integrate the many departments and their more than 420 employees engaged in the manufacture, sale and distribution of the newspapers.

Llewellyn's election completes the corporate changes in the Journal-Star Printing Co. occasioned by the retirement of Fred and Joe W. Seacrest from both their corporate and operating positions.

The new office of general manager leaves unchanged the provision of the news and editorial content of the *Lincoln Journal* and of the *Lincoln Star* by those separate staffs. Those staffs, rather than the general manager, will continue to be in charge of the news, editorial opinion, community affairs, and charitable contributions of each of the newspapers published by the corporation.

WALLACE F. PIASCIK, formerly on advertising staff, *Norwich (Conn.) Bulletin*—to advertising sales staff, *Groton (Conn.) News*.

JONATHAN VON RANSON—resigned as managing editor, *West Hartford (Conn.) News*, to become director of development and public relations, Children's Museum of Hartford.

JOHN L. ROUSE—promoted to assistant city editor of the *Meriden (Conn.) Morning Record*.

KENNETH E. MARTIN—appointed superintendent of the stereotype department of the *Ann Arbor (Mich.) News*, succeeding RALPH B. SCHLEGEL-MILCH, who retired after 46 years with Booth Newspapers. CHARLES H. SCHAUER—named assistant superintendent.



PHILIP GARY WARNER, an assistant attorney general of Texas, has assumed new duties as assistant to the editor of the *Houston Chronicle*. He worked for the *Chronicle* as a reporter before going into law.

CARL F. SCHROEGEL, circulation manager, *Seattle (Wash.) Times*, has been elected chairman of the Western Conference of Circulation Executives. He succeeds DONALD L. MARTZ, *Phoenix (Ariz.) Republic and Gazette*. WILLIAM J. KELLY, *Seattle Post-Intelligencer*, is secretary.

MURLIN SPENCER, former executive editor, *Fairbanks (Alaska) News-Miner*, has been named editor and associate publisher of the *Port Angeles (Wash.) Evening News*. He succeeds NED THOMAS, who joined the News from co-publishership of the *Moses Lake (Wash.) Columbia Basin News* when that daily was sold to Scripps League Newspapers.

NANCY A. KLAFFKY, 1970 graduate of Wheaton College—to news staff, *Hartford (Conn.) Times*.

DON LUND, formerly court reporter, *San Diego Evening Tribune*—assigned to the Washington Bureau of Copley News Service to represent the *Union and Tribune*.

WILLIAM A. KING, advertising salesman for the *Twin Falls (Ida.) Times-News* since 1964; previously with the *Cleveland Plain Dealer* and newspapers in Alaska—retired.

EVERETT SWINGLE, news editor of the *New Berlin (Wis.) Citizen*, has retired after 46 years in journalism. He was farm editor of the *Milwaukee Journal* for 14 years.

EDITOR & PUBLISHER for April 17, 1971



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in the news

Editorial changes on Hoiles newspapers

Clennell C. Wilkinson, managing editor of the *Santa Ana* (Calif.) *Register*, for 15 years, has retired. Two new positions were created by publisher C. H. Hoiles to replace him. Executive editor and editorial page director is James Dean, formerly news editor; and the new managing editor is Michael Maloney, formerly assistant ME.

"Wilk," who joined the Register, headquarters of the 20-member Freedom Newspapers, in 1944, was named managing editor by the chain's late founder R. C. Hoiles in 1956, after a stint as county courthouse reporter. He came to the Register from the *St. Louis Star-Times*.

Dean joined the Register in 1962 after having held the posts of managing editor of the *Pampa* (Tex.) *Daily News*, managing editor of the *Lima* (Ohio) *News*, and assistant city editor of the *Houston Chronicle*.

Maloney joined the Register in 1956 and was trained in the various departments of the newspaper.

More revamping of the news department was announced by Dean, with Pat O. Riley stepping from city editor to the new post of news director.

CLAIR GOODWIN, *Joplin Globe*—new chairman of the Missouri AP Wire Editors Association.

TONY GUINTA, reporter for the *Jamestown* (N. Y.) *Post-Journal* for 23 years; a newspaperman for 50 years—retired.

JIM MILLER has returned to the advertising staff of the *Norfolk* (Nebr.) *Daily News*. CARL SANDERS has joined the News ad staff from the *Grand Island Independent*.

EDWARD FRESKA of the Industrial engineering department of the Ford Motor Co. in Dearborn, Mich., has joined the *Cleveland Plain Dealer* as an artist-editor, working in the graphic department under the new director, Marvin M. Greene.

JOHN D. HUCKABEE, retail advertising manager of the *Mid-Cities Daily News* at Hurst, Texas since 1969, has been given additional responsibilities as manager of the classified ad

department. GUS LINTHICUM, recent graduate of the University of Texas at Austin, has been named to the retail advertising staff, and JAN CHAMBERLAIN, retail department ad representative, has been reassigned to classified display sales.

GLORIA BROWN ANDERSON—named editor of the *Cincinnati Enquirer Magazine*. She joined the staff in March 1970 as magazine reporter.

MRS. PATRICIA JONES, formerly with the *Amherst* (Mass.) *Record*—to *Farmington Valley Herald*, Simsbury, Conn., as advertising design manager.

RONALD S. PATRICK, formerly in electronics—named assistant comptroller for the *Oakland* (Calif.) *Tribune*. CHARLES ZOSLAW is comptroller.

P. ANTHONY RIDDER, business manager, *San Jose* (Calif.) *Mercury-News*, received the annual Young Man of the Year award from the San Jose Junior Chamber of Commerce.

Fowler retiring

Basil Fowler is retiring from the *Washington Post* on May 1 after more than 35 years of service in the advertising department. He began his career in newspaper ad sales with the *Toledo News-Bee* in 1928.

BRUCE E. HENDERSON, former *Dallas Times Herald* staffer, AP correspondent in Argentina and Latin America roving correspondent for *Time* and *Life*—now manager of news media relations for Metropolitan Life Insurance Co.

DAVID ELLIOTT, feature writer and movie reviewer—named film critic of the *Chicago Daily News*, SAM LESNER, entertainment writer, will cover the night life field.

JACK DICKERSON—named sales manager for agency relations, *Courier-Journal* and *Louisville Times*. ROBERT HERZFELD—designated sales manager for national advertising.

HOWARD JACOBS, *New Orleans Times-Picayune* columnist—the first Alex Waller Award for excellence in journalism given by the Press Club of New Orleans.

Delta is an air line run by professionals. Like George Ross, Captain. 19 years with Delta. 17,000 hours, over 6 million miles in a Delta cockpit. When you're flying it's nice to know there's a George Ross up front.



Delta is ready when you are.

**Who Is
ROBIN
ADAMS
SLOAN?**

KING Features

Make Your Feature

Exciting NEW features like these:



DR. HAIM GINOTT

Between Us—a highly promotable once-a-week column that builds a faithful following among parents—especially those Young Marrieds who comprise the very best kind of readers. Beautifully illustrated.

Already appearing in such leading newspapers as the Philadelphia INQUIRER, St. Louis POST-DISPATCH, Washington POST, Boston RECORD AMERICAN, Chicago TODAY, Detroit FREE PRESS, Seattle POST-INTELLIGENCER, Baltimore NEWS AMERICAN, Houston CHRONICLE, San Antonio LIGHT, Miami HERALD.



Columnists with a proved record as readership builders:



KEVIN P. PHILLIPS—The man who discovered America's Silent Majority.

JIM BISHOP (*Jim Bishop: Reporter*)—Best-selling author and a famous newspaper by-line.



WILLIAM F. BUCKLEY, JR. (*On The Right*)—A Conservative even the Liberals read—and respect.

MARIANNE MEANS (*Marianne Means' Washington*)—Her columns often become the next day's headlines.



JOHN P. ROCHE (*A Word Edgewise...*)—Professor of Politics and History and former White House adviser.

BOB CONSIDINE (*On The Line*)—One of the world's best-known reporters.



HELOISE (*Hints From Heloise*)—The most widely read household advice feature in history.

PHYLLIS BATTELLE (*Assignment: America*)—A columnist with a distinctly personal touch that appeals to the whole family.



Let KING Help You S-T-R-E-T-C-H Your



Go Further...

QUINCY

Ted Shearer's comic starring a youngster unlike any other character in the comics, portrayed with the sensitivity only a black artist could achieve.

Already in such newspapers as the Washington STAR, Philadelphia NEWS, Boston RECORD AMERICAN, Seattle POST-INTELLIGENCER, Chicago TODAY, Miami HERALD, Columbus DISPATCH, Providence BULLETIN, Newark EVENING NEWS, Norfolk LEDGER-STAR.



JEFFREY HART

THE new commentator for this NEW ERA. A 3-times-a-week column by a brilliant college professor and political authority, a former consultant to both Richard Nixon and Ronald Reagan.

In such newspapers as Chicago TODAY, Boston HERALD TRAVELER, Columbus DISPATCH, Indianapolis STAR, Phoenix REPUBLIC, New Haven REGISTER, Jacksonville TIMES-UNION, Honolulu STAR-BULLETIN, Tulsa TRIBUNE, Richmond NEWS LEADER, Tampa TIMES.

The world's greatest roster of comic features:



BLONDIE—Chic Young's undisputed champ of comic features. In 1635 newspapers.

STEVE CANYON—The world's most famous adventure strip. Superbly written and drawn by Milton Caniff.



ARCHIE—Bob Montana's teen-agers. A smash hit in the comic pages, on TV and in records.

TIGER—Bud Blake's fastest-growing kid strip in the comics field.



BUZ SAWYER—Roy Crane's exciting exploits of a trouble-shooter.



BEETLE BAILEY—Mort Walker's daily and Sunday delight, appearing in 1148 newspapers.

HI & LOIS—Mort Walker and Dik Browne hilariously mirror a modern young family.



BARNEY GOOGLE & SNUFFY SMITH—Fred Lasswell's comic classic, bigger and better than ever.

REDEYE—The wackiest Injun in the mild mild West. By Gordon Bess.



THE PHANTOM—An adventure strip famed throughout the world. By Lee Falk and Sy Barry.

...and scores of other top features in every category.

R. K. ROGERS, General Sales Director

Feature Dollars!

KING FEATURES SYNDICATE

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REG. U. S. PAT. OFF.

SYNDICATE

Would you call this Dry Mat the finest on the market?

HUNDREDS OF STEREOTYPERS DO!

Certified Syndicate Dry Mats are highly specialized products. Our Research and Development has specified the quality of the paper pulp, the length and direction of the fiber, impressibility and degree of moisture necessary for the best molding qualities. Result: sharp, clear halftones and type matter in all your duplicates. No wonder stereo men and their bosses praise Certified Syndicate. You will, too!

Certified Dry Mat Corp., Dept. "P", 555 Fifth Ave., New York, N.Y. 10017

CERTIFIED DRY MATS

Used as the standard of excellence since 1924

58

Press Council

(continued from page 22)

Newspapermen slowly changed their attitudes when they realized the Council was an effective safety valve, giving the public an outlet for complaints. They particularly appreciated the fact that the safety valve was in their own hands—free of governmental control. They were further reassured to hear the chairman of the organization declare, "The work of the Press Council in challenging encroachments on the freedom of the press is just as important as its work in maintaining standards."

The most significant turning point in the long struggle to win the respect of journalists and the confidence of the public was the reorganization in 1963. At that time the Council adopted a new constitution which opened the door to lay membership. Originally all members of the Council were required to be working newsmen or directors of news organizations; outsiders were strictly barred.

Lord Devlin's leadership

A membership formula had been devised whereby eight different news organizations, such as the Newspaper Publishers Association and the National Union of Journalists, elected a total of 20 members. The new plan called for the Council to choose five additional members as "representatives of the public." In addition, a non-journalist was to be selected as chairman. All members were to serve three-year terms and to be eligible for reelection.

Lord Devlin, a distinguished judge, served as chairman of the reorganized Council for five years, and it is generally agreed that his statesmanlike leadership was a highly important factor in improving the stature of the organization.

H. J. Bradley, deputy secretary of the Press Council, said the lay members have been carefully chosen and have been valuable assets. They have excellent attendance records at meetings, have been eager to get a better understanding of the workings of the press and its problems, and have exercised their judgment conscientiously. They have never engaged in bloc voting.

The Council must hold meetings at least five times a year, and the chairman is authorized to call special sessions when warranted. As with many other organizations, there is a permanent office staff handling the

burdensome day-to-day work at the Council's headquarters in London.

The council secretary and two deputy secretaries stepped into their full-time positions after having had years of practical newspaper experience. The operating expenses of the Council are covered by the eight professional organizations represented thereon; the total is now almost \$50,000 per year.

Three main purposes

Although the constitution lists seven purposes of the Council, Secretary Noel S. Paul places greatest emphasis on these three: (1) to adjudicate complaints against newspapers, (2) to issue declarations and work toward the maintenance of high journalistic standards, and (3) to use an influence on legislation that will be beneficial.

Paul believes that the legislative function is an extremely important one that could not be given proper emphasis in the past. The Council's budget was so small until recent years there simply was not enough money and manpower to accomplish much beyond the processing of complaints. The Council now has a Parliamentary Sub-Committee; however, much of the work necessarily falls on the paid administrative staff. Useful information has been furnished to parliamentary committees working on proposed legislation affecting the press, and Paul says the Council intends to do a great deal more work in this area in the future.

Of all the functions of the Council the one that attracts by far the most attention is the processing of complaints. Most of the complaints are directed against newspapers, but a few are aimed at magazines. While the Press Council is perhaps commonly thought of as a newspaper organization, one of the eight supporting groups is the Periodical Publishers Association.

Of the 61 adjudications now summarized in the Council's annual report for 1969, only five involved magazines or trade journals.

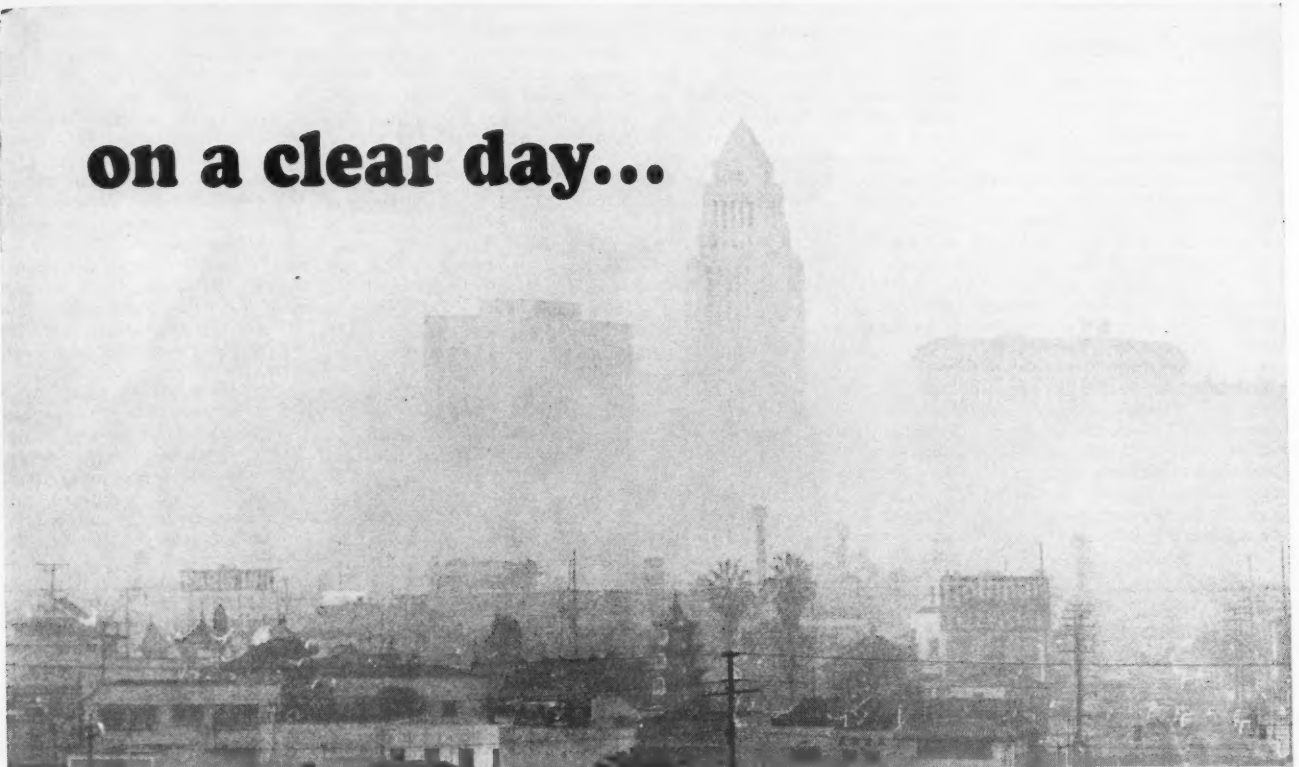
Radio and tv outside

Radio and television are not included. In the closing months of 1970 there was a widespread movement in Britain urging the establishment of a broadcasting council similar to the one serving the press. A number of leading newspapers carried editorials supporting this proposal—thus giving further evi-

(Continued on page 60)

EDITOR & PUBLISHER for April 17, 1971

on a clear day...



we won't need Gil Bailey

BUT THAT DAY IS NOWHERE IN SIGHT

The Long Beach Independent, Press-Telegram's ecology editor wrote: "...there is no such thing as a no-smog day in Southern California. Even on those rare days when the winds cleanse, or the rains wash the air... air pollution is with the millions who live in this area."

This disturbing statement began Gil's first multi-part series on air pollution in this area. He hit hard. He reported that cars weren't the only heavy polluters — that industry must also take much of the blame. He exposed the bureaucratic inefficiency of the Air Pollution Control Board that has allowed it to do nothing more than slow the spread of smog. And, he reported that present automobile emission controls have very possibly done more harm than good. He presented an anti-smog battleplan.

Resolutions were passed by the County Board of Supervisors and the State Legislature commending his efforts and applauding his directness. When Gil's second series of articles was published, the county called for public hearings and ordered its environmental and scientific committees to look into the inadequacies reported in these articles. The APCD tightened its regulations on industry and stepped up its enforcement efforts directly after the first set of articles appeared. And for the first time in their history, they went to court to stop major polluters.

Gil's regularly featured column in the IP-T, "Down to Earth", is an important part of our local news coverage.



Gil Bailey
IP-T Ecology Editor

INDEPENDENT, PRESS-TELEGRAM

Long Beach, California

down-to-earth reporting

Press Council

(continued from page 58)

dence of newspaper acceptance of the Press Council's role.

Any reader of a periodical or any news source can file a complaint if he believes there has been a violation of good journalistic practices in the publication or the non-publication of material or in the professional conduct of press representatives. However, procedural steps have been established which tend to slow down crackpots or impetuous complaints who would like to fire off hasty accusations without adequate grounds or without thought of the consequences.

First, the person must inform the editor of the paper of the

specific details of his grievance and give the editor an opportunity to deal with the complaint at firsthand. Then, if the complainant is not satisfied, he must send the Council a statement of complaint, copies of his correspondence with the editor, the page of the newspaper that contains the objectionable matter, names and addresses of the witnesses if there are any appropriate to a given situation, and any other supporting evidence that is relevant.

One very significant advantage to newspapers is that the Council's procedure discourages libel actions. The Council makes clear it will not deal with any complaint if legal proceedings have been started or threatened. If a person thinks he has been wronged so grievously that he deserves monetary damages, he

can go to court; but he cannot travel both avenues at the same time. Therefore, it is generally agreed the Council has averted many libel suits, thus saving time and money for newspapers and for members of the public.

Administrative work

The Council's administrative staff is able to dispose of many complaints satisfactorily without carrying them to the full membership of the Council for adjudication. For example, the secretary may be able to point out to a complainant that his case is quite similar to others in which the Council has previously upheld newspapers. The records show that more than three-fourths of the accusations are dropped before they reach the stage of a Council hearing. The Council has been receiving around 400 complaints annual-

ly in recent years, but the actual number of cases adjudicated in 1969 was only 61. For the two years prior to that there were 88 and 82.

Even after a case survives all the preliminary stages there is a better than fifty-fifty chance the Council will reject the complaint and issue an adjudication statement favorable to the newspaper. During four of the past six years the record shows more than half of the Council's rulings were favorable to the publications against which the complaints had been directed.

For the relatively small number of cases that are pursued to the end and in which the Council finds the newspaper has not followed good journalistic practices, what penalties are there? No paper is suppressed. No editor goes to prison. No fines are levied. No one is compelled to pay damages. The only real penalty is the force of public opinion. The editor who values the confidence of his readers and the respect of fellow journalists will obviously not be happy about publicity given to unethical practices.

Newspapers are expected to publish Council adjudications of complaints in which they are involved, but there is no law compelling them to do so. The success of the voluntary aspects of the system is emphasized by the fact there have been only five times in the hundreds of cases considered during a 16-year period that a newspaper has refused to print the Council's adjudicatory statement.

Sensational case

The most sensational case the Press Council has handled in the past two years was the one involving the memoirs of Christine Keeler, the call girl who was a central figure in the sex and security scandal that rocked London officialdom earlier in this decade. Although the scandal had been covered in copious detail six years earlier and had now become ancient history by most editorial yardsticks, the *News of the World* decided to pay Miss Keeler a sizable sum for a rehashed series of her sin-and-tell experiences.

The Press Council issued a statement criticizing the paper for commercial exploitation of sensational material that was no longer truly newsworthy. The Press Council had previously gone on record concerning "cheque-book journalism," not with a hasty off-the-cuff pronouncement, but with a Declaration of Principle drafted by a special committee. The

(Continued on page 62)

448,895 Shares

Multimedia, Inc.

Common Stock
(par value \$1 per share)

Price \$25 Per Share

Upon request, a copy of the Prospectus describing these securities and the business of the Company may be obtained within any State from any Underwriter who may regularly distribute it within such State. The securities are offered only by means of the Prospectus, and this announcement is neither an offer to sell nor a solicitation of any offer to buy.

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Incorporated

duPont Glore Forgan
Incorporated

Eastman Dillon, Union Securities & Co.
Incorporated

Hornblower & Weeks-Hemphill, Noyes

Kidder, Peabody & Co.
Incorporated

Lazard Frères & Co.

Lehman Brothers
Incorporated

Merrill Lynch, Pierce, Fenner & Smith
Incorporated

Smith, Barney & Co.
Incorporated

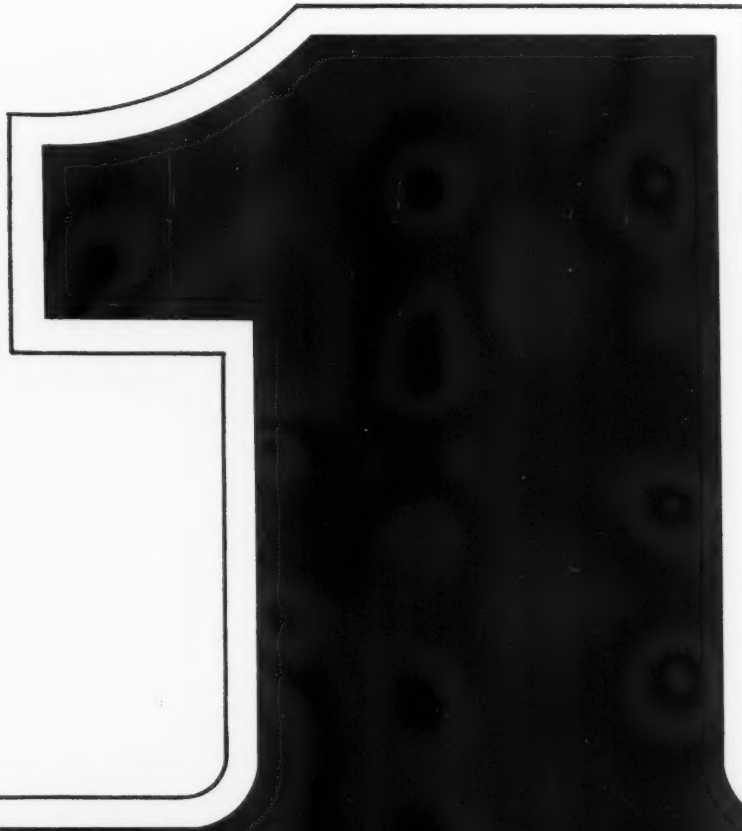
Wertheim & Co.

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Incorporated

Reynolds & Co.

April 8, 1971



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in
growth

*Our 52.4% increase in circulation from 1960 to 1970
ranks us 1st in the South - and in newspapers of
100,000 circulation or more we are 5th in the
United States.*

Orlando Sentinel - Orlando Evening Star

Orlando, Florida

Press Council

(continued from page 60)

committee sent drafts of the proposed statement to a number of leading journalists, including editors of all the national dailies. They were invited to send their suggestions or to attend a meeting of the drafting committee in order to make sure the final statement would be professionally sound and acceptable to responsible journalists. As result of these precautions, almost all newspapers accepted the Declaration of Principle and lived up to it.

One of the many editorials supporting the Council on the Keeler case said in part: "This is not the work of journalists but of money-grubbers. It is on the level of the Cairo dirty postcard seller—and just as laudable."

Cheque-book journalism

In another case of "cheque-book journalism," the Council strongly criticized a newspaper for paying an acknowledged traitor for his confessional "Why I Betrayed My Country."

Picture stealing, fabricated direct quotations, distorted statements, inaccurate facts,

misleading headlines, and failure to present both sides of a controversial situation are among the practices that the Council has condemned. If careful investigation reveals an occasional situation in which a reporter has been flagrantly dishonest, the Council has gone on record with firm disapproval of unprofessional behavior.

In a specific instance in 1966, this adjudication was released for publication: "The Press Council finds that the interview was fabricated by the writer concerned, who is condemned accordingly. The reporter was identified by name.

Although the Council has no direct powers of penalization against newsmen or the papers they represent, there have been a few instances where carefully documented findings of flagrant misconduct or gross incompetence have led to firings or even terminations of careers in the profession.

Because of their own professional backgrounds and awareness of the occupational hazards of newsgathering, Council members appear to have leaned over backwards not to uphold complaints if they have any doubts in their minds whatever. In the majority of cases in which readers or news sources have ques-

tioned the right of the newspaper to publish certain material or have made accusations of unfair comment, the Press Council has upheld general traditions of a free press and has specifically defended the editor's right to use his own discretion in selecting material to be published or views to be expressed.

Question of taste

Particularly in matters of taste, the Council has more often than not cautiously refused to condemn an editor for printing words or pictures that some readers found offensive. The most common answer has been to rule that the point was "entirely a question of taste and publication properly fell within the discretion of the editor."

As an example of one of the taste situations the Council did criticize, it "deplored" the *Daily Sketch* publishing the telephone number of Christine Keeler. In a futile defense, the editor had contended that since she was a call girl, telephone calls and her number were a focal point of the news story!

Instead of being solely a critic of bad journalism, the Council has sometimes been an eloquent spokesman on behalf of the press and its rights in obtaining news to keep the public informed. After the Aberfan mine disaster with its heavy loss of life and the subsequent developments, the Press Council published an important memorandum in booklet form entitled "The Aberfan Inquiry and Contempt of Court."

Leading editors and the Council's administrative staff agree they want to enlarge the role of the Council to include more research on current problems affecting the press, as well as the legislative committee function mentioned earlier in this article.

Useful guidelines

In summary, Britain's journalists do not claim the Press Council is a Utopian organization that solves all their problems. But the consensus is that it has done much to improve journalistic standards and to benefit both the press and the public in other ways; furthermore, there is confidence that it will become even more beneficial in the years ahead.

Although the Press Council consistently avoids setting forth any formal Code of Conduct, its adjudications serve as useful guidelines that are somewhat comparable to a form of common law. Reporters read the adjudications with interest when they are issued by the Council, and editors say they are helpful to them and to their staffs. Lord Devlin once observed, "If a

standard is clearly set and each journalist is given a reasonable certainty that it will be observed by his competitors, he will observe it too."

However, there is nothing compulsory about the guidelines, and the Council keeps flexible, carefully considering each situation on its own merits. As the years pass by, the Council has demonstrated its willingness to study cases in the light of changing conditions and to make decisions accordingly. This has been particularly noticeable in certain areas of taste where the Council has been cognizant of changing societal standards.

Observers generally agree that in the final analysis the success of the British Press Council depends upon the trust, the good will, and the respect it inspires in the Press. Newspapersmen are proud the Council is a voluntary organization—free of governmental control—created and operated by the Press itself.

(In a second article Professor Brown will review some of the Press Council's important adjudications.)

Thomson paper has historical edition

Lord Thomson of Fleet has given a facsimile copy of a 195-year-old British newspaper—the *Chester Chronicle*—to U.S. Ambassador Walter H. Annenberg. The paper, which Thomson owns, reported the events of July 4, 1776 in Philadelphia, six weeks after they occurred—and on Page 2.

The *Chronicle* has printed 500 copies of its August 23, 1776, issue for sale to Americans in connection with the observance of the nation's Bicentennial. Annenberg received the first copy. He is a former owner of the *Philadelphia Inquirer*.

ComCorp reports gain in earnings

ComCorp., Cleveland-based publisher of Sun Newspapers, reports 1970 net income as \$116,419, or 15 cents a share, including an extraordinary gain of 10 cents a share, compared with a net loss of \$11,792, or 3-cents a share, including an extraordinary loss of 1-cent a share for 10 months of 1969. Gross operating revenues, principally from advertising and circulation sales, were \$4,267,143 in 1970, against \$2,061,450 for 10 months of 1969.

The company publishes newspapers in 10 suburban areas around Cleveland.



Four out of five households in the \$239,028,000* retail ALTOONA metro market area rely on one medium for almost all of their news—and all their daily shopping information...

*1971 E&P Market Guide

Altoona Mirror

ALTOONA PENNSYLVANIA'S ONLY DAILY NEWSPAPER

Richard E. Beeler, Advertising Manager

We've changed our make-up.

The Minneapolis Tribune has made a major change in its appearance to make a more readable newspaper. First we changed our nameplate. The result: A new logo that's easy to recognize. Then we changed our headlines. They're all Helvetica. And our new typeface is never condensed, expanded or italicized. It's simple and readable. Some newspapers indent almost everything. The Tribune now indents nothing. There's no confusion. Everything reads the way it should.

Then, we changed the rules. Nothing separates our columns. Except a breath of white space. However, we didn't change the Tribune's high standards of reliability, honesty and good taste in reporting the news. Our changes make a better looking, better reading newspaper. It's one more reason why the Minneapolis Tribune is one of the two most influential media in the Upper Midwest. (The other: The Minneapolis Star.) **The Minneapolis Tribune.**

Minneapolis Tribune

Monday December 1 1970 3 Sections

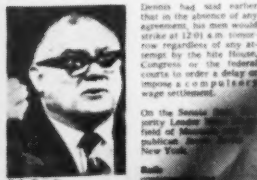
Training funds slashed

By Al McLaughlin Staff Correspondent
Washington, D.C. The Senate yesterday approved a House bill that would slash \$2.5 billion out of a public service jobs and manpower training bill Tuesday in an effort to avert a veto by President Nixon.



BRAC chief: strike avoidable

Associated Press
Washington, D.C. A union leader hinted Tuesday that Congress could avoid a nationwide railroad walkout by ordering some wage increases now, effect immediately along with an imposed strike delay.



C. L. ...

Senate denies money for Cambodia force

Associated Press
Washington, D.C. The Senate voted Tuesday to bar defense funds for U.S. combat ground troops in Cambodia amid demands in an appropriations subcommittee that the Nixon administration disclose its long-range plans in Southeast Asia.

Climbers conquer sheer rock wall of El Capitan

United Press International
Yosemite Park, Calif. Mountain climbers Warren Harding and Dean Caldwell conquered the 1,000-foot vertical face of El Capitan Wednesday, claiming a 30-day expedition that will go into the history books of mountaineering.

Is the 'melting pot' m...

The Troubled American
...that the country's ... Many of the old ... They are fresh at ... Many middle class ... the poor, but the ... the same some ... membership about ... worthy felt that ... The lowest class ... Americans with ... they lack more ... care of its peo ... while only ... saved their coun ... the continent. ... Of all the groups ... the ... American ...



Climbers Warren Harding and Dean Caldwell ...

Cambodia claims key victory

United Press International
Phnom Penh, Cambodia. The Khmer Rouge government today claimed a key victory over the U.S. military in Cambodia, saying it had captured a U.S. helicopter and its crew.

Manpower ...

Manpower ... continued on page 7

Designer's representation.



Labor umpire available on call all day

Future contract disputes at the *Newark* (N.J.) *Star-Ledger* will be resolved on-the-spot by an impartial arbitrator.

Appointment of an arbitrator for an indefinite time who will make himself available 24 hours a day was one of the measures decided upon by the publisher of the *Newhouse* newspaper and the pressmen's union following four days of disputes which prevented the printing of half the regular circulation of the Sunday edition and about 20,000 copies of the Monday paper.

The latest round of labor problems arose Wednesday (April 7) when pressmen violated the foreman's new relief system for button man. The arguments led to the discharge of three men who had been assigned button duties that day and a simultaneous work stoppage of one of the two running presses.

In apparent retaliation, no regular situation holders showed for work on Saturday. In their place, the union assigned substitutes who were unfamiliar with the operation of the presses. This caused a loss of 150,000 copies of the Sunday run.

The publisher countered on Sunday when he notified the union that the 26 journeymen and 4 apprentices who had not come to work as scheduled on Saturday were discharged. The pressmen set up picket lines around the plant, claiming a lockout. Other union members did not honor the picketing pressmen.

Meanwhile, a meeting between the publisher and the local union head was arranged by the president of the drivers' union. At this session, the pressmen agreed to provide replacements for the discharged workers that permitted the start up of the presses for Monday's edition.

On Monday the publisher obtained a court order to prevent the pressmen from striking until final arbitration takes place on May 6, which was the earliest possible date that the now appointed arbitrator, Eric

Schmertz, could schedule. Schmertz said his activities as arbitrator of the firemen's talks in New York City were taking all of his time.

At another meeting, between the publisher and the pressmen, later on Monday, it was agreed by the publisher to reinstate the discharged workers. In return, both parties supported the proposal to hire a full-time impartial umpire who could settle labor disputes on-the-spot irregardless of the time of the day.

Scali will guide Nixon on foreign affairs publicity

John Scali, chief diplomatic correspondent for the American Broadcasting Company, has been appointed special consultant to President Nixon on information policies. He will have an office and staff independent of Ronald L. Ziegler, press secretary and Herbert G. Klein, the Administration's director of communications.

Although his functions have not been precisely defined, it is understood that Scali will report directly to the President, through H. R. Haldeman, the appointments secretary, and Charles Colson, a special counsel to the President for political affairs.

Scali's duties will be to advise the President on how to coordinate the flow of information from the Administration on foreign policy and, at times, to brief reporters on foreign affairs problems.

Scali was involved in a diplomatic incident during the Kennedy administration when he was contacted by a Soviet intelligence officer and told that the Russians would withdraw ballistic missiles from Cuba in exchange for an American pledge not to invade Cuba. Scali passed the proposal to President Kennedy and Secretary of State Dean Rusk and the Cuban missile crisis was settled along those lines.

For 17 years prior to joining NBC in 1961, Scali was a war and diplomatic correspondent for the Associated Press.

Asian News Service

The Asian News Service (ANS) went into operation last week in Hong Kong. It will provide a daily wire service, reporting the Asian scene in depth, with correspondents based in principal centers.

Deaths

ROBERT C. LEWIS, 50, an assistant editor of the *New York Times Magazine*; former reporter for *Newsday* and the *Long Island Press* and for St. Louis newspapers; April 12.

J. OSCAR GILBERT, 82, former owner of two newspapers in Quebec City, *Le Soleil* and *L'Evenement-Journal*; and government official; April 10.

MAJ. GEN. VICTOR ODLUM, 90, twice publisher of Vancouver (B.C.) newspapers; veteran of Boer War and World War I and II; ambassador from Canada to Japan and Turkey; recently.

ROY G. CAMPBELL, 45, assistant professor of journalism at Northern Illinois University; former reporter for the *Lincoln* (Nebr.) *Star*; March 31.

CHARLES A. ELDER, 57, publisher of the *Emmitsburg* (Md.) *Chronicle*; April 7.

GEORGE W. DOBBS SR, 75, retired reporter for the *Louisville Courier-Journal*, *Atlanta Journal* and other southern newspapers; April 7.

JOHN MATHESON, 45, editor of the *Southern Evening Echo* of Southampton, England; March 23.

HARRY A. BERK, 65, a former reporter and desk man at the *San Francisco Examiner* and *San Francisco Call-Bulletin*; March 30.

CLINTON M. RUSSELL, 66, former reporter for the *Springfield* (Mass.) *Republican*; April 1.

MRS. ANNE RYAN LESH, 79, retired society editor of the *Pittsburgh* (Pa.) *Post-Gazette*; March 31.

HAROLD Z. MESSNER, 58, classified advertising manager of the *Michigan City* (Ind.) *News-Dispatch*; April 2.

EDWARD H. PETERSON, 55, former photographer for the *San Francisco Examiner*; security officer at the Palace of the Legion of Honor since 1969; March 24.

N. STORY HARDING, 70, retired Iowa editor of the *Omaha World-Herald*; March 29.



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through the pages of the . . .

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... newspaper-reading New England's urban beauty treatment

Handsome buildings, elegant offices, convenient garages, pedestrian walks with airy, parklike vistas, all make work more pleasant in Hartford's Constitution Plaza for thousands of executives and office personnel, and fine hotel facilities not only add to the convenience of business visits here, but make Hartford an attractive convention center. Constitution Plaza is one of the first examples of transformations taking place in dozens of New England cities—Boston, Springfield, Worcester, Manchester, N.H., to name a few—where large areas are being converted to efficient and beautiful centers for increased concentrations of the corporate and financial power that runs the region's industry.

In New England's rejuvenated cities, no advertising medium reaches potential customers like the daily newspaper. New England company presidents and file clerks are alike in this: More of them read daily newspapers than in any other section of the United States.

Advertising gets results in these leading New England newspapers:

CONNECTICUT

Bridgeport Post-Telegram (M&E)
 Bridgeport Post (S)
 Bristol Press (E)
 Hartford Courant (M)
 Hartford Courant (S)
 Hartford Times (E)
 Hartford Times (S)
 Meriden Record & Journal (M&E)
 Middletown Press (E)
 New Britain Herald (E)
 New Haven Journal-Courier (M)
 New Haven Register (E&S)
 New London Day (E)
 Norwich Bulletin (M&S)
 Waterbury American (E)
 Waterbury Republican (M&S)

MAINE

Bangor Daily News (M)
 Maine Sunday Telegram
 Portland Press Herald (M)
 Portland Express (E)

RHODE ISLAND

Pawtucket Times (E)
 Providence Bulletin (E)
 Providence Journal (M&S)
 Woonsocket Call (E)

NEW HAMPSHIRE

Nashua Telegram (E)

VERMONT

Barre-Montpelier Times-Argus (E)
 Burlington Free Press (M)
 Rutland Herald (M)

MASSACHUSETTS

Boston Globe (M&E)
 Boston Globe (S)
 Brockton Enterprise & Times (E)
 Fall River Herald News (E)
 Fitchburg Sentinel (E)
 Garden News (E)
 Lawrence Eagle-Tribune (M&E)
 Lynn Item (E)
 New Bedford Standard-Times (E&S)

North Adams Transcript (E)
 Pittsfield Berkshire Eagle (E)
 Springfield Daily News (E)
 Springfield Union (M)
 Springfield Republican (S)
 Taunton Gazette (E)
 Waltham News Tribune (D)
 Worcester Telegram (M-S)
 Worcester Gazette (E)



Circulation EDP reduces paper work

With a computerized control system developed by Western Union Computer Utilities Inc., paper work at the *Schenectady* (N.Y.) *Gazette* has shrunk considerably.

The package of EDP programs not only prepares weekly bills for newspaper dealers and carrier boys, but it analyzes circulation trends. Current month's circulation and previous period's figures are compared, then percentage of change calculated. The system gives an analysis of monthly circulation by type, city zone, retail trading zone and others of interest to the manager.

An ABC Report is a natural follow-up.

The program, according to Boris Ellison, president of Western Union Computer Utilities, Fort Lauderdale, Fla., was developed originally for the *Gazette*, circulation 55,000 daily.

"Our clients can use our programs without charge for development of the system itself," Ellison notes. "Our charges to clients are based only on use."

Input for the system is based on three hand-written records: the dealers route blotter, a blotter for delivery routes, and a weekly accounts received report, including the date, carrier's route number and amounts due and paid.

The program prepares weekly bills for carriers. Bills are grouped by manager number, manager subtotals and final totals are printed. Each carrier's total papers sold for the week are calculated and punched into his charges card. On the week of the second Monday of the month, a summary card is

punched for each manager, with his "second Monday" totals.

A circulation ledger program prints the ledger and punches new balance forward cards for the carriers. The ledger, which has district totals, and final totals, shows a complete week's transactions ending on the Saturday designated in the upper left corner of each page. The report is not generated until the following Thursday to allow for inclusion of payments.

The monthly change pattern program is designed to show differences between a current month and four preceding months' figures, and the corresponding month a year ago. Actual sales are listed, and differences shown in percentages.

WUCU is building a nationwide network of centers which will ultimately be linked through an on-line complex. There are 47 offices in operation now, with 208 more planned for scheduled openings over the next three years. Eventually, plans call for 300 on-line datacenters.

Changes in circulation staff at N.Y. Times

Pat Reynolds will retire from the *New York Times* circulation department on May 1, Circulation Director Nat Goldstein has announced. Reynolds has been circulation manager/development.

Frank H. Adams, circulation manager/sales, will drop "sales" from the title. James Dolan becomes metropolitan circulation manager; Paul Scully, an assistant metropolitan circulation manager, assumes additional responsibilities; and Robert Nelson moves from the college-school division to the position of assistant to the circulation manager.

George Martin will be manager of the college-school division, under supervision of Midge Longley, manager of educational marketing and development.

Seattle Times ups circulation prices

The *Seattle* (Wash.) *Times* increased its Sunday edition price to 35 cents a copy and raised the seven-day-a-week home delivery rate to \$4 monthly, effective April 1. Daily prices remain at 10c a copy and \$2.75 monthly for home deliveries.

In announcing the move, the *Times* pointed to substantial increases over recent years of newsprint, which totals 27 percent of total operating costs, and labor, a 44 percent cost factor.

The *Daily Gleaner* at Fredericton, N.B., announced that due to the increased cost of newsprint and other materials, the home delivery price of the newspaper will be 55c a week. The previous price was 50c. The daily street price remains unchanged at 10c a copy.

The *Ann Arbor* (Mich.) *News* has raised its weekly home-delivered rate from 70c to 80c and the per copy price from 10c to 15c. The Sunday edition goes from 25c to 30c at newsstands.

The *Battle Creek* (Mich.) *Enquirer & News* has also raised its weekday and Sunday per copy prices by 5c and increased the weekly HD rate of 85c.

CATV news billed as afternoon edition

The *Lewistown Morning Tribune* has added "an afternoon edition for five days a week," Mondays through Fridays the *Tribune* provides a daily digest of the news at 6 p.m. and again at 7 p.m. over the local outlet of American Cablevision.

Gerald N. Giedt, director of programming, is commentator. One member of the *Tribune* staff occasionally "plays truant" from his Linotype machine to hear him. He is Ernest Giedt, father of the commentator.

Public company will reorganize Hollywood paper

Federal Bankruptcy Referee Russell Seymour approved a plan for reorganization of the bankrupt *Hollywood Citizen News* as submitted by former publisher Richard M. Horton.

Under the plan, a new publicly held corporation is being formed to acquire the assets of the bankrupt Graphic Productions Corp. of which Lamont Copeland Jr. was a major stockholder. Copeland, now in Chapter 11 proceedings himself under the Federal Bankruptcy Act, will not be involved with the new corporation.

All wage claims, creditor and delinquent tax claims against Graphic Productions Corp., which was operating the paper, will be settled by the corporation with stock and or cash, according to attorney Edward S. Coleman who also estimates that publication should commence within four to five weeks.

John Austin named

John Austin, former entertainment editor of the bankrupt paper, has been named editor of the new *Hollywood Citizen News* and is temporarily operating from P.O. Box 3049, Hollywood, Calif. 90028 until the former premises vacated by Graphic on August 30, 1970 under a court order can be refurbished and checked for possible damage arising out of the February 9th earthquake which hit the Hollywood area.

The *Hollywood Citizen News* was founded in 1906 and published continuously for 64 years until it went into Chapter 11 and eventual bankruptcy last year.

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INCREASE**
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EDITOR & PUBLISHER for April 17, 1971

We print 5500 American & Foreign Newspapers

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Because of our newspaper specialization, we are organized to meet the specific needs of

many different publishers, and this constitutes an important dimension of our service.

Obviously, without complete technical competence, we would not have earned the confidence of the newspapers we are serving.

But possibly an even more significant advantage is our marketing capability. Because we recognize newspapers as the definitive record of living history, we have established numerous programs designed to reinforce the importance and influence of newspapers among educators, researchers, and scholars. Such marketing efforts can do much to broaden the outreach and understanding of **your** newspaper.

We're in business because of you . . . and on your behalf. And whenever and however we may be of further service to you, a call to Richard E. Schmidt will bring an interested, competent response.



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MICRO PHOTO DIVISION
Old Mansfield Rd., Wooster, Ohio 44691

 **BELL & HOWELL**

Contemporary design shifts lead to left

Eliminating a time-honored "principle" of journalism — dominant news on the right — the *Minneapolis Tribune* assumed a completely new appearance throughout the paper on April 5.

After more than two years of planning and a month of changeover procedure the re-packaged Tribune looks like this:

Design based on a grid with precise vertical and horizontal and vertical measurements for every element of the page; Helvetica Roman medium headlines throughout in sizes ranging from 14 point to 72 point; standardization of body type (9-point on 9½ point slug) and one and two-column widths only, with the exception of editorials, which are set 10-point on 11-point slug a 1½-column measure. Column rules have been eliminated.

Flush left for headlines, bylines and jump lines, and for all body copy; body type which

can be set by computer in one operation for each piece of copy, including the spacing between paragraphs; elimination of hand-leading, and justification of white space, when necessary, at the end of a column or copy block.

New logotype

A new Minneapolis Tribune logotype using a design based on Helvetica type and a symbol, used with the logotype and throughout the newspaper, which can be viewed in two perspectives; as an open newspaper in the hands of the reader or as a web of newspaper on the press are other design features.

Bower Hawthorne, editor of the Tribune, said the purpose of the new design, combining graphics engineering compatible with computer-assisted production, is to give the newspaper a clean, fresh, easy-to-read contemporary appearance.

Explaining the disappearance of dominant news on the right, Hawthorne said that because it is natural to read horizontally from left to right the most important news story now, according to the logic of the new design, is on the left side of the front page.

The editorial page makeup was phased in on March 8 to give readers a clue to the new design upcoming. During the

Minneapolis Tribune

Monday
April 5
1971
Edition
10:30 AM
M
Page
1 of 4
The end
of the world

Saigon general says Reds downed 104 copters in Laos



Justice unit keeps watch on political dissidents

By Robert Bell
A unit of the Ministry of Justice in Hanoi is keeping a close watch on political dissidents in the North, according to a report from a source in the Ministry.

Pakistan rebels backed in India

By Robert Bell
The Indian government has backed the Pakistan rebels in their fight against the Pakistani government, according to a report from a source in the Indian government.

Officials expect series of Red hit-run attacks

By Robert Bell
Officials in the North Vietnamese government expect a series of hit-run attacks by the Red Army in the near future, according to a report from a source in the government.



Four freshmen



Four freshmen

By Robert Bell
The four freshmen mentioned in the caption are the first students to be admitted to the new design of the newspaper.

Israel promises talks if Arabs halt threats

By Robert Bell
Israel has promised to enter into talks with the Arabs if they halt their threats, according to a report from a source in the Israeli government.

Inside news	Index	Almanac
Sports	Business 104	Today's weather
National	Comics 100	Like change
Foreign	Editorial 101	Local 102
	Sports 102	Features 103
	Theater 103	
	The Reader 104	



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A SUBSIDIARY OF BALDWIN GEGENHEIMER CORPORATION



CHIEF DESIGNERS of the new look at the Minneapolis Tribune pause in the room where plans for the changeover took place for picture-taking. From left, Frank Ariss, Tribune design consultant; Bower Hawthorne, editor, and Wallace Allen, managing editor.

transition period, new department logos were introduced and some sections of the Sunday Tribune were re-named. New outline format and flush-left datelines and bylines were also

introduced during the transition period.

Promotion ads explaining the changes were published during that period. The new logo and symbol is being adapted on letterheads, promotion ads, carrier bags, trucks and collateral material.

British designer

The new look is the result of work begun in 1969 by Frank Ariss, Tribune design consultant. He is a graduate of the Royal College of Art in Great Britain and was a visiting professor in graphic and industrial design at the Minneapolis School of Art. He joined the Tribune in 1968.

Helvetica type is of Swiss origin. Headlines, in that type, are asymmetric, Hawthorne said, since he wants heads to be accurate and pertinent, rather than to fit a "count."

Hawthorne said it was hoped the designers have achieved an attractive and functional relationship between contemporary graphic design and changing newspaper production technology.

"Maybe I can be more than Ted Kennedy's wife."



Sometimes, being a Kennedy can hurt.

Joan Kennedy's piano playing has impressed famed conductor Henry Mancini, and her stunning good looks have attracted movie producers. But, as Lloyd Shearer explains in this Sunday's Parade, it's taken her twelve years to come out of the shadows of the other Kennedy women—and the Kennedy tragedies.

Shearer's article, "Joan Kennedy—Coming Into Her Own," will give Parade readers a glimpse of life inside the competitive Kennedy clan. And tell them why Mrs. Kennedy was so excited about her appearance on Andy Williams' TV show, and is so reluctant to become First Lady.

It's the kind of article that's a Parade specialty. Because it will make 30 million Parade readers—young and old, men and women—feel it was written to their own special interests. And Parade brings involvement like that to 16½ million American homes, with 94 fine newspapers, every Sunday.

parade

PHOTO CREDIT WOMEN'S WEAR DAILY

Rejection standards realistic for today?

By Bill Backvold
CAM, Montgomery Advertiser and Alabama Journal

When the dialogue dies down in a rap session of a group of classified managers, the quickest way to perk it up is to merely mention acceptance of business opportunity advertising in general and franchise ads in particular. They will even quit talking about girls to tell you in detail about how they refused an ad and the rules they imposed so they will never take one like it.

At the classified meetings the sessions labeled "The Rules of Acceptance" should, all too often, be called "Rules for Refusal of Advertising". The sad truth is that this is a troublesome area for any classified manager and there is an abundance of grab 'em and fleece 'em schemes in this field. However, probably not as many in number, or do they touch as many people as some local concern with their "3 Rooms of Furniture" and various "double-dip" methods of financing in almost all local retail fields. Yet, as a class, we have developed a "NO" syndrome about our business opportunity classifications that may be out of proportion to the need or protection that we apply to other classifications.

Three schools of thought

As in most walks of life, there are three schools of thought. There is the conservative, who would rather refuse all ads in certain categories than take a chance on ever getting a bad

one in the paper. There is a subgroup here that could be called pseudo-conservative; they give lip service to super strict rules at meetings and meanwhile, back at the ranch, they run everything they can get their hands on.

The second group is the middle-of-the-road group and may actually be a bigger group than anyone imagines. We run some and turn down some. We honestly look for reasons to say, "yes we'll run that ad". We differ from the strict conservative mostly in attitude in that we lean to the positive instead of the negative "no" syndrome.

Then, of course, no society is complete without the absolute liberal. The best example of that is the publisher of a small daily who once said, "All ads are acceptable if they are cash with copy".

In my own experience I once was firmly entrenched in the conservative group. Being somewhat known for wit and sarcasm, I often regaled groups with the perfect sequelches I used to avoid taking all ads of a category. If I heard of a bad experience someone had had half a continent away, we would put in a new rule that would see to it that we never took ads in that category again. That was the problem, and I believe it is a problem on too many newspapers today; we didn't create rules for an advertiser to protect the readers from him. We

wiped out a whole goup and hung the sheep with the goats.

A change in thinking

A sharp young assistant pointed out three things to me: (1) I was apparently enjoying my role of "official refuser" of advertising (2) We had too many rules and if as diligently applied to local advertisers as national advertisers trying to use our columns, we would have four times as much time invested in investigating the validity of offerings as we did selling the ad in the first place (3) Many of the ads we refused were re-submitted to the national department and were accepted and published in such prestigious places as the financial pages. This he supported with tear sheet evidence. Well, I pleaded guilty to number one, agreed that number two was a fact, and the evidence of number three spoke for itself.

We realigned our thinking and simplified our rules of acceptance, making them applicable to a particular ad and/or advertiser and looked upon the whole category as probably acceptable. We started looking for "yes" reasons and we believe that our readers are still protected as they need to be, we carry a few more ads and take in a few more dollars. Several of those that we chased out of classified fell into the warm embrace of our national department and they are satisfied with the financial page and we'll never get them back. I would even be presumptuous to try under the circumstances.

The strident conservatives are warming up their typewriters right now to squelch once and for all this one weak small voice. They are going to descend en masse to label my hide "liberal". But they are wrong because I think both liberal and conservative are dangerous. There is a middle ground that the classified department can have and hold. All too few classified managers have the facilities to do extensive checking of advertisers that we hear so much about, such as the Better Business Bureau or the Chamber of Commerce. Occasionally it is possible to get disenchanting with their ability to be completely objective when some people or firms of questionable honesty turn up on their membership roster.

Suggested procedure

I think there is a way that the CAM who is all alone in the world (BBB's and C of C's notwithstanding) can operate with a fair amount of safety. Since this was published once before, I would like to dissect it this time and explain it parenthetically



Bill Backvold

on the outside chance that it will be better understood and will draw less fire:

"Think twice before you accept any and every ad". (This should apply to every ad that goes into your paper. Over the years we have had more trouble from the black sheep sons of fine old families than we have from shysters using the mails or traveling through. That doesn't even include the Blue Suede Shoes types in cars, siding and mobile homes in every town in the country. But decide on the merits of the ad and what you can reasonably find out about the people placing the ad. Question your right to say "no"—try for a reason to say "yes".)

"Accept some with a display of courage". (If it isn't quite perfect, but experience and instinct give you no reason for alarm, maybe you should say "yes".)

"Refuse others with a hint of doubt". (If it measures up in every way, but experience and instinct tells you it is bad news, maybe you should say "no".)

"You are going to regret running some". (Apparently, even the strictest papers do, because one of the first things a conservative says is, "I have a case in my files where we ran this ad . . ." We strive for the middle and have some regrets.)

Reasonable protection

"You are going to be sorry you didn't run some". (I am. One that comes to mind is a vague ad on a franchise that I turned down because the advertiser refused more information. He found an investor another way. He told the investor, who happens to be very influential in town, about his experience with me. The investor lost no opportunity for years to tell people how I almost deprived the town of his fine facility.)

Business Opportunity and Franchise advertising, like mothers and fathers, are here
(Continued on page 72)

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DCT retrains perforator operators to be more accurate and efficient. And we do it on site, while the operators are "on the job". Experience has shown that our personalized training format is very conducive to receptive learning. This is evidenced by an excellent response from the operators, management and union representatives. Through cost saving and quality gaining innovations, our training programs are often 30-50% less expensive than our competitors offering similar courses.

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You'll be richer for it.



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WORLD LEADER IN PHOTOTYPESETTING

PHOTON, INC., WILMINGTON, MASS. 01887 (617) 933-7000 Cable Address: Interphot Telex No. 947 425.

Ad standards

(continued from page 70)

to stay and just as a child stays with mom and dad for better or worse, we have to live with them from now on too. We owe our readers reasonable protection. We believe that they get that, and more, with the day in and day out application of the common sense approach outlined above. We apply that approach to substantial rules and unimpeachable ethics and if there is one reason (other than we need the revenue) that we should say "yes", then we believe we should to better serve all concerned and have no right to say "no".

Bill Backvold has been CAM of the Montgomery newspapers since 1964 and was CAM of the *Florence (Ala.) Times and Tri-Cities Daily* the previous decade. He's a native of Peoria, Illinois, where his career began on the street staff of the *Peoria Journal-Star*. He is a past president of SCAMA and served as a director of ANCAM.

Contributors to Classified Clinic, whether in agreement or not—or with any pet subject—are invited to send material to Stan Finsness, c/o Providence Journal-Bulletin, 75 Fountain St., Providence, R.I. 02902.

BULK RATES, Cont'd

A few weeks ago Classified Clinic carried the viewpoints of *Atlanta Journal and Constitution* CAM Eldred Carter on bulk rates. He felt they did not reflect true manufacturing costs, were not conducive to results for the advertiser and not profitable to the newspaper. Following is a rebuttal by Ray Greene, CAM, *Baltimore (Md.) News-American*:

Eldred Carter concluded that:
1. Bulk rates were flat rates

comparable to daily contract rates and therefore not profitable.

2. Bulk rates were not designed to produce results through multiple insertions.

3. Bulk rates good for retail advertiser but not in Classified.

I contend that all three of those premises are erroneous.

With proper rate card planning bulk rates provide a much needed advertiser result vehicle and can be most profitable.

In answer to No. 1: many newspapers offer bulk rates in Classified at a higher rate than the daily contract but lower than the open rate offering an incentive to use more space at and earn a lower rate. For example, our daily contracts begin at 30% below our open rate and our bulk space rates begin 15% higher than daily contract rates, thus giving the advertiser incentive and flexibility for which he pays the added cost of the additional cost producing steps.

In answer to No. 2: most bulk rates do offer a multiple insertion incentive. For example, we offer a 10% discount for the 2nd consecutive run and 15% for the 3rd and subsequent insertions (we offer the same percentage discounts on daily contracts, but remember, the basic or initial bulk rate is 15% higher than the daily contract rates.)

In answer to No. 3: Classified bulk rates are a modern approach to particular advertiser problems. Seasonal advertisers: the small builder who needs space only 3 or 4 times a year; the retailer who will use classified only occasionally to tie-in with special sales events (and is accustomed to bulk retail rates); and probably the largest category that can practically use bulk rates is the major employer who has seasonal requirements and can get the needed employees with a week or two ad program and then will have no further need of advertising for a month or so.

In summary: bulk rates can bring results, encourage use of more space, sell multiple insertions, place on contract many advertisers who cannot use a daily contract and reap a good profit if the bulk rate is designed and sold properly!

I must agree with Eldred that our primary sales effort should be in the daily contract area (about 25% of our total contracts fall into the bulk rate category) but Eldred is so much fun to argue with.

LBJ sends regards to retiring editor

Three employes of the Enterprise Co. publishers of the *Beaumont (Tex.) Enterprise and Journal*, retired this month. Their aggregate years of employment is 86 years.

Frank B. Fontana, pressman, had the longest record of service with 44 years.

Ed L. Bryson, editor of the Journal editorial page, received a letter from former President Lyndon Johnson which was read before the staff. It included an autographed photograph of Johnson.

The letter read:

"Dear Ed:

'My wish is that your 'retirement' will be filled with interesting activities and that you will have the opportunity to do all the things you have long wanted and waited to do. May you enjoy every happiness.

"With warmest personal regards,

"Sincerely, LBJ."

Also retiring was C. E. "Mickey" Meek, mechanical superintendent who joined the Enterprise Co. in 1946 as a day foreman of the composing room.

Bryson joined the Journal May 31, 1954 as assistant city editor. He started his newspaper career on a weekly paper in DePorte in Lamar County, his home county, and later worked for the *Dallas Morning News*.

Success story

Harold Coston, erstwhile copy boy at the *Cincinnati Enquirer*, is now a vicepresident of Capitol Records in Los Angeles. He's in charge of marketing. He has worked for 20th Century-Fox and other studios.

An early million

The *Los Angeles Times* published its millionth classified ad for 1971 on April 7, reports Frank W. Lester, director of classified advertising. He believes this to be a national first.

Pennsylvania judge orders ads de-sexed

Common Pleas Court for Allegheny County ruled recently that the *Pittsburgh Post-Gazette* and *Press* must discontinue separate listings for men and women in help wanted columns.

Judge Edwin J. Martin said some employers may legitimately need workers of a particular sex. But such cases should be explained in the body of the ad, he said.

"If there is a vacant position for an attendant for a male rest room, the employer may seek an occupational certification.

Judge Martin specified that the Press was not in itself guilty of discriminatory practices.

"The Press is guilty of aiding employers, labor organizations and employment agencies who are engaged in unlawful employment practices."

"The Press is not found guilty of discrimination as an 'employer' or as a 'labor organization, or as an 'employment agency, as those terms are used in the federal, state and local legislation," he said.

The Press acts as agent in the processing of employment ads for both newspapers.

March a big month for classified linage

All-time high classified sales for one month were recorded at the *El Paso (Texas) Times and Herald-Post* during March.

According to CAM Jerry R. Hayes, March volume topped the previous record month of May 1965 by more than 10,000 lines.

Hayes said linage was up over March 1970 in excess of 225,000, with gains in employment, merchandise, rental, real estate and automotive classifications.

Newark News CAM

The *Newark (N. J.) News* has announced the appointment of H. Robert Schadewald as classified advertising manager. He replaces Frank Sheridan who retired April 1.

Schadewald went to the Newark News after two years as classified manager at the *Pas-saic (N. J.) Herald News*. Prior to that he was a salesman with Story & Kelly-Smith newspaper representatives.



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FOR ADVERTISING AGENCIES

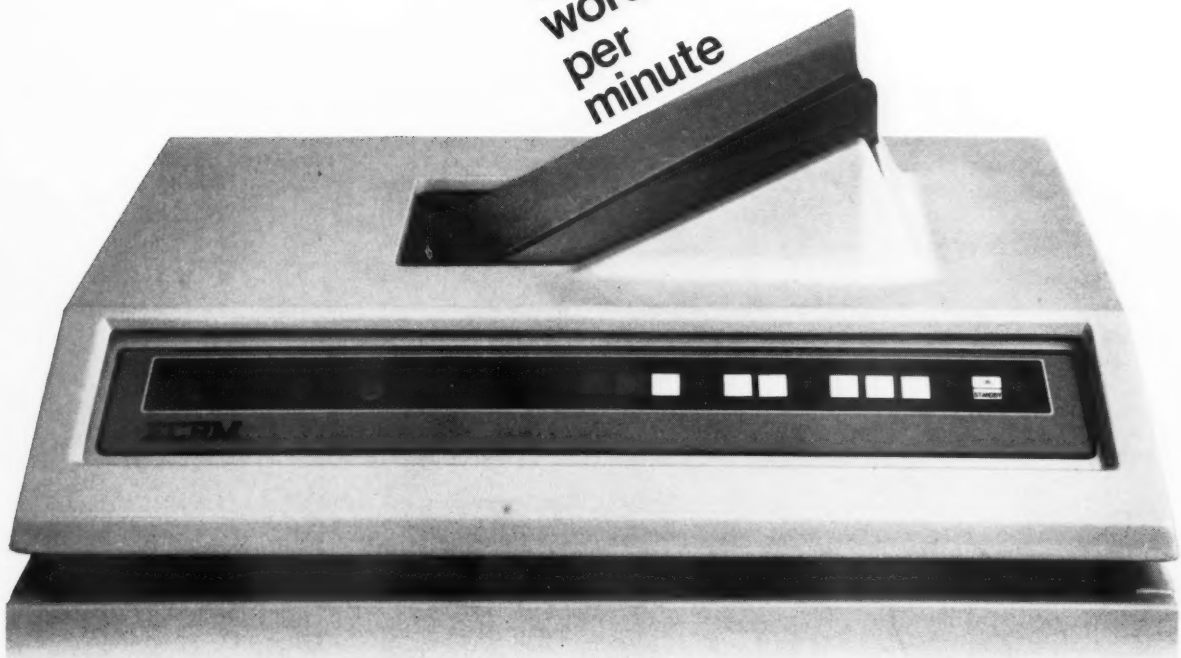
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Newsprint control is vital to profits of 100,000-daily

By Cooke Coen

Newspaper Analysis Service, Chicago

There is no reason to assume that this newspaper is typical of others within the 90,000 to 100,000 circulation area. The accompanying figures and those of April 11, 1970, in EDITOR & PUBLISHER, however, do show a steady growth in revenues and operating profit.

This newspaper continues its dollar increases in operating profit but they are not equal to the percentage profit of 21.3 in 1968. Dollarwise, 1970 was 13.8% greater than 1968.

An interesting fact to note is the decrease in national (general) income in 1970 vs. 1969 was more than offset by the increase in circulars/inserts in 1970 vs. 1969

Circulation income

In the April 3, 1971, issue of EDITOR & PUBLISHER, figures were given on circulation income compared to newsprint expense for a larger daily. These figures revealed that newspaper had a 75% income to newsprint expense in 1960, and a 61% income to newsprint expense in 1970.

This smaller newspaper had a 81.6% income to newsprint expense in 1960, and a 102.6% income to newsprint expense in 1970. Quite a turnaround! Probably the greatest single factor in both newspapers' (current issue and April 3 issue) increased operating profit was due to the control of newsprint.

The decrease in total columns was 2,448 (the columns of Read-

ing Matter accounted for 2,196) yet this reduction was from 35.7% to 35.1% of the content of the newspaper.

This 100,000 newspaper increased the daily price from

\$.10 to \$.15, but no increase on Sunday, effective in the fall of 1970. This resulted in December, 1970, in a loss of 3.1% in net paid but with a 22.8% increase in the net circulation income.

This is the third of three articles written by Mr. Coen exclusively for E&P, analyzing the operations of two newspapers—one of 255,000 circulation and the other 100,000 circulation. The first article ran April 3; the second April 10. The breakdown of departmental expenses for the 100,000-circulation daily in this third report appears on Page 76. A fourth report on a 55,000-circulation daily will be published April 24.

Income & expenses—1967-1970


	1970	1969	1968	1967
Income				
Advertising				
Local Display	\$3,921,229.48	\$3,622,740.08	\$3,138,666.82	\$2,855,328.08
National	\$ 368,330.64	\$ 392,844.10	\$ 416,075.67	\$ 370,445.22
Classified	\$ 997,495.17	\$ 998,781.74	\$ 883,412.62	\$ 776,839.18
Circulars/Inserts	\$ 150,661.00	\$ 108,251.60	\$ 99,386.50	
Total	\$5,437,716.29	\$5,122,617.52	\$4,537,541.61	\$4,002,612.48
%	79.3	78.9	78.3	77.0
Circulation				
City	\$ 866,029.60	\$ 843,314.86	\$ 789,592.88	\$ 748,459.34
Country	\$ 494,996.98	\$ 478,390.88	\$ 423,718.64	\$ 392,574.72
Total	\$1,361,026.58	\$1,321,705.74	\$1,213,311.52	\$1,141,034.06
%	19.9	20.4	20.9	21.9
Other Income	\$ 53,286.05	\$ 46,741.05	\$ 46,171.30	\$ 58,462.80
%	0.8	0.7	0.8	1.1
Total Income	\$6,852,028.92	\$6,491,064.31	\$5,797,024.43	\$5,202,109.34
Expenses				
Editorial	\$ 829,711.83	\$ 799,079.13	\$ 735,224.68	\$ 705,630.08
%	12.1	12.3	12.7	13.5
Advertising	\$ 301,863.69	\$ 290,353.62	\$ 272,971.94	\$ 258,299.93
%	4.4	4.4	4.7	5.0
Mechanical	\$1,187,006.43	\$1,091,645.95	\$1,011,408.30	\$ 909,550.85
%	17.3	16.9	17.4	17.5
Newsprint & Ink	\$1,367,577.80	\$1,317,380.85	\$1,193,469.00	\$1,113,758.90
%	20.0	20.3	20.7	21.4
Total Direct	\$3,686,159.75	\$3,498,459.55	\$3,213,071.92	\$2,987,239.76
%	53.8	53.9	55.5	57.4
Building	\$ 123,813.07	\$ 114,565.91	\$ 105,377.48	\$ 91,279.05
%	1.8	1.8	1.8	1.8
Circulation	\$ 571,124.64	\$ 529,195.41	\$ 447,394.47	\$ 391,385.61
%	8.3	8.2	7.7	7.5
Administrative-General	\$ 770,389.27	\$ 734,414.96	\$ 541,050.22	\$ 498,429.21
%	11.3	11.2	9.4	9.6
Total Indirect	\$1,465,327.08	\$1,378,414.96	\$1,093,822.17	\$ 981,093.87
%	21.4	21.2	18.9	18.9
Deductions				
Supplements	\$ 31,675.00	\$ 30,238.00	\$ 22,475.00	\$ 20,655.00
Bad Debts	\$ 14,621.84	\$ 23,207.45	\$ 15,522.84	\$ 8,366.72
Depreciation	\$ 193,827.10	\$ 189,501.30	\$ 160,221.05	\$ 153,954.60
Misc. Adjustments	\$ 53,021.14	\$ 52,477.10	\$ 54,957.15	\$ 46,327.18
Total	\$ 293,145.08	\$ 295,423.60	\$ 253,176.05	\$ 229,303.50
%	4.3	4.6	4.3	4.4
Total Expense	\$5,444,631.91	\$5,172,059.48	\$4,560,070.14	\$4,197,637.13
%	79.5	79.7	78.7	80.7
Operating Profit	\$1,407,397.01	\$1,319,004.83	\$1,236,954.29	\$1,004,472.21
%	20.5	20.3	21.3	19.3
Ave. Net Paid Circulation	\$ 96,418.00	\$ 96,147.00	\$ 93,962.00	\$ 92,814.00

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The image shows a hand holding a large page negative. The negative has several rectangular windows cut out, through which various elements of a printed page are visible. These include the headline 'Their Betrothals Made Known', a 'Personal Notes' section, a 'Country Club Auction' section, and a 'Carpets' advertisement. There are also several black and white photographs of people. The background of the negative is dark, representing the original page's content. The overall scene is set against a light background with the text 'From these to this... in 5 1/2 minutes.' and a list of steps.

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these**

**to this ...
in 5½ minutes.**

Here's a new procedure that can speed up your prepress operations. Not only fast, but simple. And it saves you money. It's as up to date as tomorrow. Here's how it works . . .

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4. Run this film through the *Kodak Supermatic* Processor, Model 242. Another minute and a half. You now have a page negative, ready for plate-making. Elapsed time: 5½ minutes, plus 3 minutes for each additional photo.

Ask your dealer about *Kodak PMT Materials* and new *Kodaline* Reproduction Film. He'll also tell you about the *Supermatic* 242 Processor.

Kodak

Department costs for 100,000-daily

(continued from page 74)

	1970	1969
Editorial		
Salaries	\$ 521,025	\$ 497,749
Features	62,918	61,771
Wire Service	85,162	74,867
Tel & Tele	29,682	29,743
Travel & Auto	16,057	15,727
Cuts—Mats & Engravings	55,628	55,872
Expense	59,240	64,143
Total	\$ 829,712	\$ 799,872
%	12.1	12.3
Columns—		
Reading Matter	70,114	72,310
Cost per Column	\$ 11.83	\$ 11.05
Man Hours	134,594	134,854
Man Hours per Page	15.47	14.92
Premium Hours	1,284	1,162
Avg. Monthly Salary	\$ 651.28	\$ 633.27
Local Advertising		
Salaries	\$ 140,550	\$ 136,552
Expense	20,796	20,044
Total	\$ 161,346	\$ 156,596
%	2.3	2.4
Columns—		
Local Adv. Income	96,416	95,486
per Column	\$ 40.67	\$ 37.94
Selling Cost per Column	\$ 1.67	\$ 1.64
Man Hours	36,904	36,882
Man Hours per Page	3.06	3.08
Avg. Monthly Salary	\$ 650.74	\$ 632.18
National Advertising		
Salaries	\$ 15,883	\$ 15,100
Expense	43,617	44,562
Total	\$ 59,500	\$ 59,662
%	0.9	0.9
Columns—		
Natl Adv. Income	7,048	7,614
per Column	\$ 52.26	\$ 51.70
Selling Cost per Column	\$ 8.44	\$ 7.84
Man Hours	4,152	4,158
Man Hours per Page	6.28	4.37
Avg. Monthly Salary	\$ 661.80	\$ 629.17
Classified Advertising		
Salaries	\$ 70,252	\$ 63,609
Expense	10,766	10,486
Total	\$ 81,018	\$ 74,095
%	1.2	1.1
Columns—		
Class. Adv. Income	26,422	27,038
per Column	\$ 37.76	\$ 36.94
Selling Cost per Column	\$ 3.07	\$ 2.74
Man Hours	27,988	26,476
Man Hours per Page	8.47	7.74
Avg. Monthly		

Salaries	\$ 456.18	\$ 441.72
Total	\$ 301,864	\$ 290,354
Advertising		
%	4.4	4.4
Composing Room		
Wages	\$ 706,425	\$ 639,025
Expense	40,886	35,643
Total	\$ 747,338	\$ 674,668
%	10.9	10.4
Published Pages	25,000	25,306
Cost per Page	\$ 29.97	\$ 26.66
Man Hours	178,062	176,412
Man Hours per Page	7.12	6.97
Premium Hours	4,808	4,364
Avg. Monthly Wage	\$ 661.47	\$ 620.41
1970	1970	1969
Engraving Room	\$ 78,762	\$ 70,324
%	1.2	1.1
Square Inches (Purchased)	750,118	740,254
Cost per Inch	\$.105	\$.0925
Stereo Room		
Wages	\$ 110,587	\$ 105,247
Expense	36,225	35,789
Total	\$ 146,812	\$ 141,036
%	2.1	2.2
Mats Used	43,758	43,968
Plates Cast	80,134	79,662
Cost per Plate	1.83	1.77
Man Hours	30,082	30,066
Man Hours per Plate	37	38
Premium Hours	684	680
Avg. Monthly Wage	\$ 658.26	\$ 626.48
Press Room		
Wages	\$ 191,178	\$ 181,040
Expense	22,916	24,578
Total	\$ 214,094	\$ 205,618
%	3.1	3.2
Man Hours	52,102	51,944
Man Hours per 1000 circ	1.48	1.48
Premium Hours	2,086	2,034
Avg. Monthly Wage	\$ 663.81	\$ 628.57
Total	\$ 1,187,006	\$ 1,091,646
Mechanical		
%	17.3	16.9
Newsprint & Ink		
Newsprint	\$ 1,330,507	\$ 1,283,047
Storage & Handling	5,028	4,760
Ink	32,043	29,574
Total	\$ 1,367,578	\$ 1,317,381
%	20.0	20.3
Tons of Newsprint Used	89,864	88,417
Cost per Ton	\$ 147.98	\$ 145.11

Pounds of Ink —Black	284,662	280,772
Cost per 100 lbs	\$ 6.25	\$ 6.02
Pounds of Ink —Color	35,014	33,470
Avg. Cost per 100 lbs	\$ 40.13	\$ 37.86
Buildings		
Wages	\$ 39,967	\$ 37,447
Expense	83,846	77,119
Total	\$ 123,813	\$ 114,566
%	1.8	1.8
Mail Room		
Wages	\$ 95,454	\$ 88,356
Wages —Extras	40,116	37,021
Expense	11,181	10,163
Total	\$ 146,751	\$ 135,540
%	2.1	2.1
Man Hours	48,412	47,512
Man Hours per 1000 circ.	1.37	1.35
Premium Hours	1,107	1,048
Avg. Monthly Wage	\$ 501.84	\$ 460.18
Circulation		
Salaries—City	\$ 106,683	\$ 96,732
Salaries—Country	69,807	63,315
Total	\$ 268,856	\$ 244,551
%		3.8
Man Hours	52,714	52,444
Man Hours per 1000 circ.	1.50	1.49
Avg. Monthly Sal.		
—City	\$ 49,852	\$ 45,528
—Country	\$ 48,338	\$ 44,904
Delivery		
1970	1969	
Transportation	127,602	120,684
Second Class Postage	27,916	28,420
Total	\$ 155,518	\$ 149,104
%	2.3	2.3
Delivery Cost per 1000 circ	\$ 4.42	\$ 4.20
Total	\$ 571,125	\$ 529,195
Circulation		
%	8.3	8.2
Business Office		
Salaries	\$ 100,928	\$ 94,018
Expense	47,905	47,515
Total	\$ 148,833	\$ 141,533
%	2.2	2.2
Avg. Monthly Salary	\$ 467.25	\$ 435.27
Executive Office	\$ 142,500	\$ 137,100
%	2.1	2.1
Unallocated—General		
Professional Services	\$ 37,265	\$ 38,410
Taxes	220,182	200,117
Insurance	79,935	66,722
Expense	141,674	150,533
Total	\$ 479,056	\$ 455,782
%	7.0	6.9
Total Administrative	\$ 770,389	\$ 734,415
%	11.3	11.2

'70s: PAYOFF YEARS FROM SPACE

NEO*Space: The Illiterate Learn to Read and Write

Some 300 million villagers in India have a direct stake in the United States' space program. That's how many Indians, presently illiterate, who may learn to read or to farm more effectively thanks to American satellites in the 1970's.

India's current population (537 million) is growing at a rate that will reach more than a billion people by 1997. While 82 per cent live in 556,000 small villages, and about 70 per cent of the work force are farmers or agricultural laborers, India still does not produce enough food to feed its people. Education also suffers in India, with less than 50 per cent of primary school age children enrolled in schools. Complicating the educational problem is India's multiplicity of languages; there are 12 major languages and several hundred distinct dialects. Journalism is inadequate, too, since only two per cent of the newspapers go to the small villages where more than 80 per cent of the population lives!

The need for fast, extensive communications in India is obvious to its government which is striving to improve basic education, especially in modern agricultural techniques. To do so, India conducted studies of many alternate approaches, and has concluded that a Direct Broadcast Satellite TV system would be the most cost effective way to help solve these problems. Space TV costs about half of what an equivalent, entirely ground-based, system would cost since satellites can eliminate the need for large earth receiving and transmission stations, and complex relay networks. Broadcast satellites of the '70's will be powerful enough to beam TV programs directly from space to villages equipped with small, inexpensive receiving antennas. India already has found that community educational television has proven its worth in the area surrounding Delhi in an important experiment involving some 80 villages.

Under terms of an agreement India signed with the United States in 1969, their first 5000 villages are expected to be receiving televised instruction from space by 1973. Ultimately, some 600,000 direct broadcast receivers will be set up centrally in their villages with audiences of up to several hundred people at each location. And the multi-language problem is solved, also, since each TV set will have a selection of dialect audio channels.

Brazil, too, is studying an educational system calling for direct broadcasts via satellite. There, problems are somewhat different from India's: the imbalance caused by very sparse distribution of the population (90 million people spread over 3.2 million square miles) has resulted in an inadequate educational system—there simply aren't enough teachers to go around. Rural schools are served by only 36 per cent of the teachers, but have 54 per cent of the enrolled primary students. And, of the 100,000 teachers in rural schools, some two-thirds have had only primary education. Through communications satellites, Brazil plans to instruct students in the rural areas on modern agricultural methods and to provide sufficient basic education to help overcome the school system's deficiencies. Plans call for direct satellite broadcast to about 150,000 schools, reaching 30 million people, about double the number of people who presently receive schooling in Brazil. Officials estimate that the system would cost one-fifth of an Earth-bound system. In a few years, villagers in India and rural students in Brazil will be telling the world what they think of NEO-Space.

Just what is NEO-Space? It's a dark cold vacuum that surrounds our planet beginning some 2000 miles from Earth and extending to 25,000 miles from the planet. NEO-Space is home for the 427 artificial satellites currently in orbit around our world performing important research and operational tasks for Earthlings ranging from weather description to improved communications. The ability of communications satellites in NEO-Space to help bring the benefits of education to millions in the underdeveloped nations is one of the most profound benefits offered by NEO-Space.

Indians and South Americans aren't the only ones to benefit from communications satellites in NEO-Space. Today we have better television, with live, quality trans-oceanic color telecasts via satellites of news events. And, nations now have a capability of maintaining instantaneous, clear, unimpaired and direct communications with all nations of the world, a significant contribution to international relations. These and other Earthly benefits are available now because the use of NEO-Space has become economically competitive with other



ways of doing things on Earth. The costs of using NEO-Space are coming down, and are expected to get even lower:

—The investment cost per circuit year in communications satellites has decreased from \$25,000 for the Early Bird satellite in 1965 to an estimated \$870 for the current Intelsat IV.

—Charges for the satellite portion of a one-hour color telecast between New York and Europe in 1970 are 19 per cent of what they were in 1967, a reduction of 81 per cent!

—Advances in cable as well as satellite technology have resulted in better and cheaper telephone communications, resulting in actual rate decreases of up to 40 per cent in the price of trans-oceanic phone calls.

And the future of communications satellites holds even greater potential for improving the quality of life on Earth:

—Under the terms of a domestic satellite system proposed by one firm, American television networks could cut their annual communications costs from more than \$70 million to about \$40 million. Such savings represent significant steps in keeping TV production costs down, and help fight inflation.

—In air traffic control, particularly over the oceans, communications satellites can lead to an increase in air traffic density without compromising safety. By augmenting the electronic equipment on board, satellites can aid navigation and direct collision avoidance systems in air-lanes worldwide.

—Likewise, satellites can make sea shipment and travel more economical and safer by providing continuous communications and accurate navigational aids to ships.

—Business use of communications satellites will grow, too. One study estimates that the demand for business and data communications circuits will grow at least by 230 per cent from 1975 to 1985. And, because of time zones, satellites could enable computers to be used and shared economically around the clock throughout the world.

—Direct Broadcast satellites, in the more industrialized nations, could help doctors and lawyers to keep abreast of the latest developments in their fields by transmitting new data and instruction directly into their homes or offices.

These are some of the present and future uses of communications satellites in NEO-Space. By helping to teach more effective farming, the United States space program will be combating starvation; by helping to teach reading and writing, it will help the Earth's standard of living; and by helping improve communications between nations, it will improve world understanding.

During the 70's, we are in the real payoff years in space, an age in which we will see even greater economic gains from the space investments of the 60's. Greatly improved communications is just one area in which NEO-Space is helping to solve the problems on Earth in ways that are economically competitive with other ways of doing things on Earth. We've gained experience, honed our technologies, and now we're ready to fully exploit NEO-Space in the 1970's because we've learned that it's a better and cheaper way to attack some problems on Earth. (Space Division, General Electric Company, Valley Forge, Pennsylvania.)

Pete McKnight

(continued from page 18)

he asked McKnight to sit down at a typewriter and put down on paper any ideas he might have about the kind of newspaper The Observer ought to be.

McKnight batted it all out fast, again, and that led to interviews with John S. Knight, James L. Knight, Blake McDowell, and the appointment was arranged.

But not before McKnight flew to Charlotte to confide in his old general manager at the News, J. E. (Bill) Dowd, who gave his blessing.

At the Observer, McKnight started recruiting young ones right off the campuses. A tremendous amount of personnel testing and interviewing went on, but there was a lot of instinct involved in the staff selection. You could tell that McKnight had spotted a real comer when he started doing most of the talking, while the young applicant listened closely to a discourse on journalism, on the high standards of the Knights, on the future of newspapers in the Carolinas.

Larry Jinks, as a youthful product of Columbia University, sat outside McKnight's glass cage for hours, waiting for an interview. In fact, he admits, he probably would have just left in disgust if he hadn't been such a docile fellow.

He was glad later that he waited. McKnight spotted Jinks as a man with much potential, so he spent the next hour talking enthusiastically about the paper, about the group, about the whole business.

"I have never had a job interview like it," Jinks recalls.

Jinks, later a reporter and still later a city editor, went on to Knight's Miami Herald, where he is managing editor, a good example of the kind of recruiting and training that McKnight is noted for now.

Other examples are Don Oberdorfer, now one of the best on the Washington Post; Loyd Miller, who went to *Time* Magazine and later came back as a Knight man in Washington; Rolfe Neill, a cub at the Observer who now is editor of Knight's *Philadelphia Daily News*; James K. Batter, a Davidson College kid who became one of the best of the young crop of Washington reporters before going to the city desk at Knight's *Detroit Free Press*; Walt Damtoft, who became one of the *National Observer's* most traveled writers.

And there is Eugene Payne, who had never drawn a newspaper cartoon before he walked in, and now he owns a Pulitzer Prize.

McKnight concentrated on the staff, and the new direction, but he still had time to work closely with Governor Terry Sanford and found one of the country's first poverty-fighting agencies, the North Carolina Fund, and served as its president. He was a member of the commission and wrote the recommendation that led to the N. C. School of the Arts.

He had time to help establish a University of North Carolina campus at Charlotte.



C. A. (Pete) McKnight views the new home of the Knight Newspapers in Charlotte, the Charlotte Observer and the Charlotte News from their temporary news headquarters. (Dave Johnson photos for E&P.)

His long list of other civic and community activities includes his leadership in desegregating Charlotte public facilities in 1963 and his crash campaign a few years later to revive the floundering United Arts Council, now strong and prosperous.

He even went off to the American Press Institute to lead discussions at more than 40 seminars.

He wrote and spoke frequently on the racial problems of the South, a deep concern of his since that day back in 1933 when he told his own high school graduating class in an address:

"Our schools can do more than any other influence to break down the wall of prejudice. If the schools have a world-wide mission, it is to clear up the idea that some are born superior to others in human rights."

But McKnight, as his Observer prospered, found time also to go sailing with Norman Isaacs off Bermuda.

He was even in the mood to play piano at San Francisco's Hungry I one night when the regular pianist got plastered.

He even tried the old McKnight pressure tactics in Russia, when he protested a week of breakfasts of sturgeon and caviar and insisted that the Soviets produce bacon, eggs and grits.

(He got eggs, but no grits.)

He even took the time to carefully explain to his boss, Jim Knight, how the noted Miami fisherman could enjoy Florida lobsters much more. The McKnight technique: Undercook the things, rather than overcook them.

McKnight is the busy type, turning quickly from serious speech-writing to ASNE organizing work to banging out music at a party, and he's still ambitious. But he doesn't spend any sleepless hours wondering what happens beyond editing The Observer and running ASNE.

After the Knights bought The Observer, one of the business-office executives remarked that Pete should have a higher title than editor.

"Hell," snapped John S. Knight, as only JSK can snap, "there is no higher title than editor."

Roger Williams joins Oregon association

Roger Williams, assistant executive vicepresident of the National Newspaper Association in Washington, D. C., for the last two years, has been selected by the board of directors of Oregon Newspaper Publishers Association to succeed Carl Webb as ONPA manager, according to W. W. Knight, publisher of the *Oregon Journal* and ONPA president. The ONPA headquarters office will move to Portland from Eugene when Webb retires July 1 and Williams assumes his duties.

Webb has been ONPA manager since 1943 and announced last year he wished to retire at the end of June, 1971.

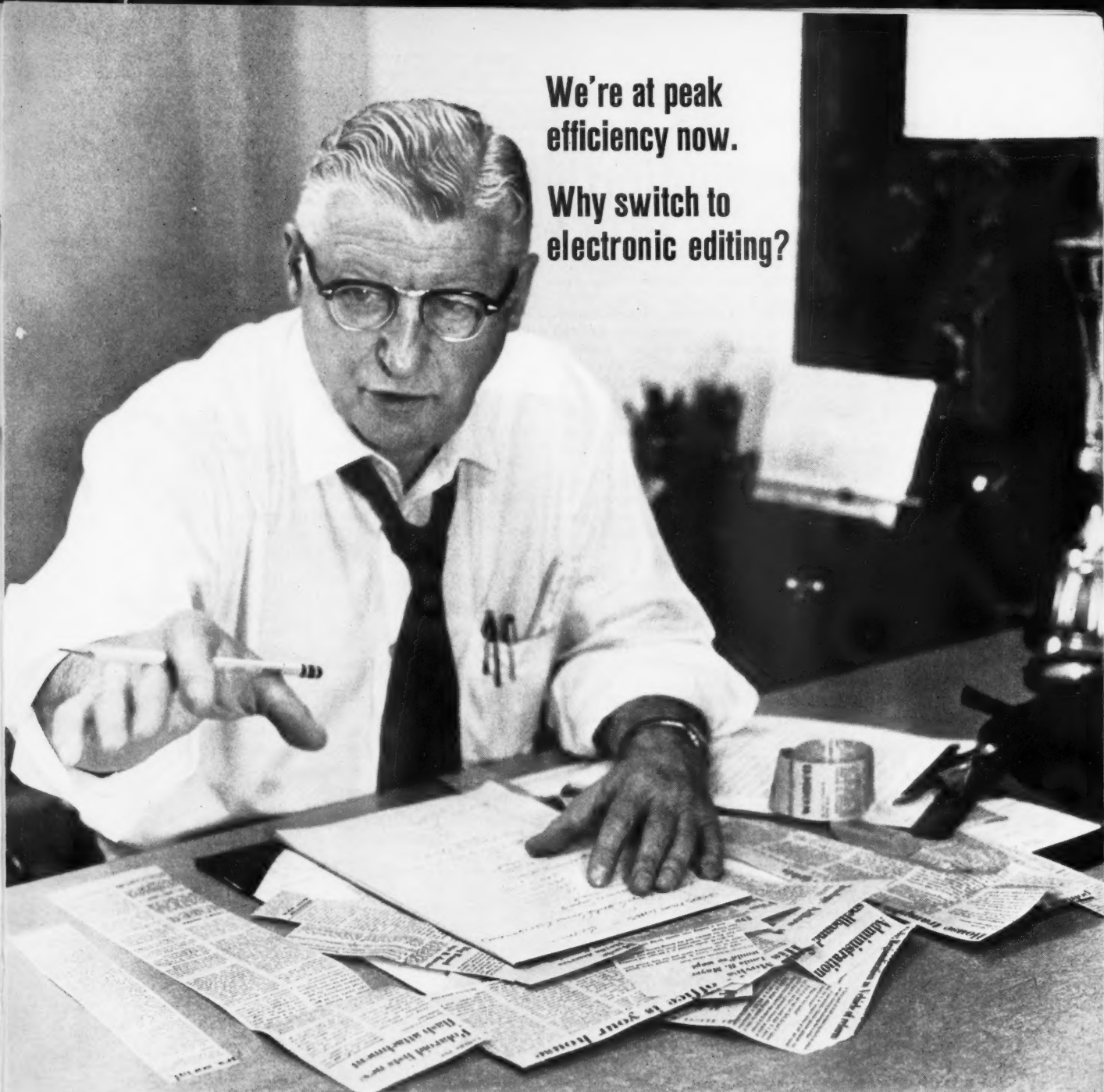
Prior to joining NNA, Williams was assistant manager of the Michigan Press Association for two years. He has been advertising manager, business manager and publisher of Michigan weeklies and dailies and holds a BA and MA from Michigan State University.

Photography honor follows him as solon

John Savage, recently retired *Omaha World-Herald* photographer who is now a state senator, received the first University of Nebraska School of Journalism merit award for news photography.

Savage was given a plaque and a color photograph showing him at work in the Legislature. Making the presentation, R. Neal Copple, journalism professor, said: "No other man in the business has taken as many news pictures of University of Nebraska sports as has John Savage."

Savage retired from the *World-Herald* after 48 years.



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Ad class stresses product information

By George Wilt

The *San Diego Union* and *Evening Tribune* ran a one-day school for more than 500 display advertising clients, and called the session, "Creativity '71." The conference on creativity in newspaper advertising, held at the Town and Country's Convention Center, attracted an audience of ad managers, copy writers, artists and advertising executives.

The session opened with the Bureau of Advertising's Panavision film, "Growing Up With Newspapers," probing the life styles, buying patterns and reading habits of the nation's youth, based on Gilbert Youth Research findings.

The Union and Tribune unveiled a new service available free to advertising clients, "Power of a smile . . . a promise and two wondrous words."

The motivational self-help program, including films, photo texts, cassette tape recordings and pocket reminders, are all designed to create better ads.

Feature speaker was Bud Gore, National Retail Merchants Association, well-known retail advertising authority.

"Honesty is terribly good business practice," Gore said. "How else do you think Sears Roebuck built their business?" He also said he had never been able to understand why men usually write supermarket and food ads, while women who cook, keep house and shop for the family should be hired for that job.

Gore, who teaches at New York University's Institute of Retail Management, said he advocates putting all details in ad copy. He illustrated his talk with slides showing 25 out-

standing advertisements. Gore commented on each, pointing out strengths, weaknesses, and reviewing copy, layout, art and production, planning and purpose, and results. His presentation concluded with question and answer participation.

Product information stressed

Richard W. Tullar, Union-Tribune advertising director, who followed Gore, talked on "You and We and the Consumers." He said many retailers and publishing leaders see room for ad improvement. "The consumer should have more advertising and product information," he said. "Some advertising is tasteless and even deceitful," but cautioned, citing proposed government regulations, "Please don't cut down a growing healthy tree to amputate a small branch." Tullar described Gore's presentation of outstanding ad techniques as a step toward more information, helpful and resultful advertising.

James S. Copley, publisher, and Alex De Bakcsy, general manager, were introduced at a luncheon session. The advertisers also met Fred Kinne, editor of the Evening Tribune and Gene Gregston, editor of the San Diego Union, as well as executives of the administrative, production and circulation departments of the San Diego newspapers.

ARTS FESTIVAL — The Phoenix Republic, in cooperation with the city's Arts Council, is sponsoring the "Firebird Festival of the Arts," a free program at the Phoenix City Center. Featured are the Gabe Cornella Jazz Ensemble, Bob Diaz, classical guitarist, a photo exhibit, a John Dos Passos play, "USA," a dance group, an art exhibit, puppet show, clothesline art exhibit, children's theater, piano recitals, travel slide lectures, a boy's chorus, and Mexican folk dancers. The program runs for three nights and two days.

PUSHING SUMMER — "We're pushing summer this year," says a *New York Times* folder announcing summer vacation issues to be published May 9 and June 6. Providing continuity to the eight-page booklet is a photo of a bikini-clad gal, shown indulging in a variety of summertime activities, and adding a light touch to the statistical information and lineage charts.

SOUVENIR SPECIAL — The *Orange County* (Calif.)

Daily Pilot published a 16-page tabloid section marking the opening of the newspaper's expanded and modernized plant. Copies of the tabloid were inserted with the regular run on "opening day," with a surplus provided for distribution to plant tour groups, and for use in special mailings. The tab, tracing the production of the newspaper in words and pictures, also includes local advertising. If you'd like a copy, drop a line to Tom McCann, promotion manager, *Daily Pilot*, 330 West Bay Street, Costa Mesa, California 92627.

FOOD MARKET PROFILE — The *Dallas Morning News* has released its "Dallas food market profile." The presentation cover features a full-color food illustration, with the inside cover showing a map of the market indicating food chains located in each county, and pointing out that the entire market accounts for over \$1.6-billion in food sales. Tucked in a pocket is a 14-page presentation printed on colored stock, telling how the *Morning News* can sell the whole Dallas market. It includes circulation, coverage and lineage information, demographics of *Morning News* readers, information on readership of the food section, Neustadt reports, and merchandising support.

FOUR-STAR FOOD — The *New York News* is promoting its Sunday *News Four Star Food* magazine, to be published November 7, 1971, with an attractive folder large enough to contain a copy of the color roto 1970 magazine. The cover folder outlines editorial content, tells of coverage and reach, and includes rates and mechanical information. The copy of last year's section shows what the section looks like, and gives a good idea of what to expect.

Personnel manager for Gannett Company

Gerald M. Sass, personnel director of the Gannett Rochester Newspapers since 1966, has been appointed personnel manager of Gannett Co. Inc.

Succeeding him as personnel manager of Rochester's *Democrat and Chronicle* and *Times-Union*, is Donald C. Anderson, a personnel executive for 14 years.

Sass joined the Rochester newspapers in 1966 after 10 years in varying capacities with Stromberg-Carlson, now a division of General Dynamics.



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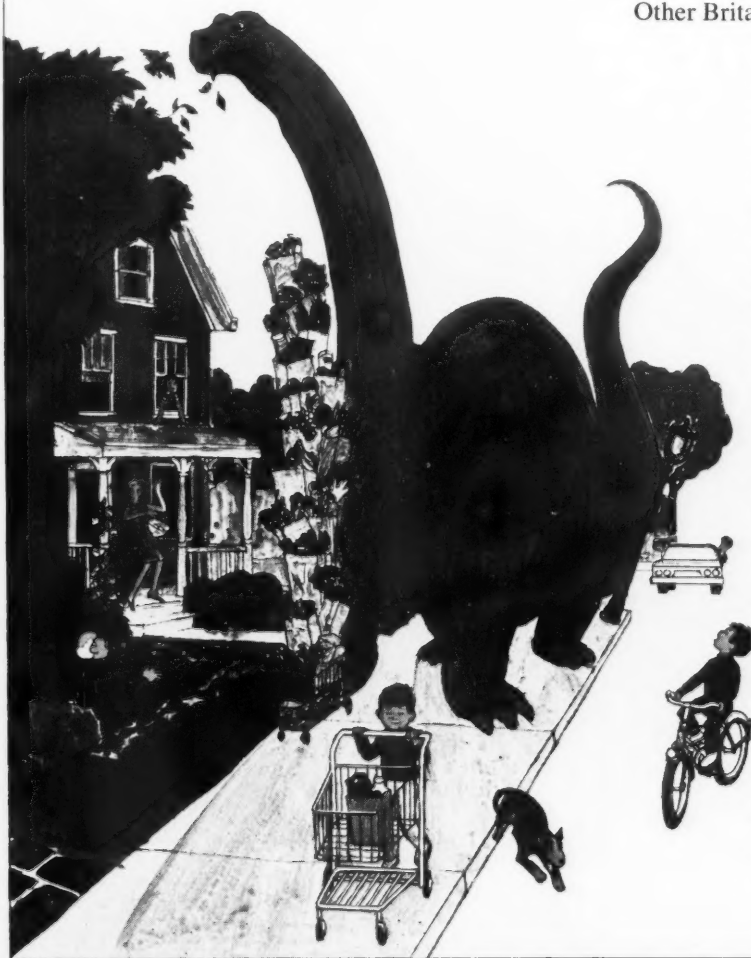
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Family Weekly list grows to 257 papers

With the signing of four more distributing newspapers during the past month, *Family Weekly* will appear in 257 papers with a circulation exceeding 8,200,000, publisher Morton Frank announced this week.

In 1971 to date, 12 newspapers have started or will start carrying FW by May 16th, the issue now on press. The circulation represented by the new FW papers is almost twice as much as that added through newspapers during all of 1970.

During the past 12 months three new states were added to the FW roster, with the inclusion of the *Bangor* (Me.) *News*, the *Great Falls* (Mont.) *Tribune*, and the *Anchorage* (Alaska) *News*.

Advertising in FW for the first four months of 1971 achieved a record high for that period of any year since its establishment in 1953, just as circulation showed an all-time high, both in number of copies delivered and in number of subscribing papers, Frank re-

ported. Advertising showed a gain of 16.2% in linage for the first quarter of 1971 compared with the same period last year.

For the first quarter of this year, FW's advertising revenue is up 34.4%, due to the linage increase plus a rate raise that went into effect two months ago.

Frank said that revenue for the magazine was about 2½ times as much as it was five years ago, when the magazine ownership changed and top management responsibilities were revised. FW is owned by Downe Communications Inc.

Some of the printing of FW will move into a new plant in Atglen, Pa. as of the second issue of July.

Checks mailed to each of the subscribing newspapers last month represented the fifth consecutive year of FW's sharing profits with its subscribing newspapers.

Of the 257 cities for which FW is contracted, only eight have other newspapers that

carry another roto magazine. In 249 newspapers FW is the only colorgravure magazine. Eight papers that formerly carried FW and dropped it, resumed the magazine during the past year.

At its "Champagne Brunch" for executives and their wives on Sunday, FW will announce that the *Green Bay* (Wisc.) *Press-Gazette* won the first-prize plaque for the greatest amount of tie-in linage sold during 1970 by any of the magazine's subscribing papers. The paper's retail advertising manager, Milton Wickman, will receive a color television set.

The highest individual salesman's score for tie-in linage was achieved by James B. Williams of the *Concord* (N.C.) *Tribune*, who will receive 10,000 bonus points applicable toward his choice of merchandise, and a plaque.

Creating new daily

Paul Schilling, former advertising director of the *Natchez* (Miss.) *Democrat*, has announced plans to establish a new morning daily, the *Natchez News*, which will be printed offset. He said the paper is being financed by local subscription and contributions.

Cody Enterprises sold to Sage Publishing Co.

Sage Publishing Co. has purchased the *Cody* (Wyo.) *Enterprise*, a weekly, from Mr. and Mrs. Dick Shaw and Mrs. Henry Coe. The paper has been in the Shaw family for many years.

Lee Myers was named editor of the *Enterprise*. The Sage company principals include Bruce M. Kennedy, publisher of the *Greybull Standard*; Roger Budrow, co-publisher of the *Wyoming State Journal* with Kennedy; and Jack Niselsius, co-publisher of the *Gillette Journal*.

Group buys weekly

Four stockholders in the *Burlington* (Wis.) *Standard Press* have purchased the *Reedsburg Times-Press* from John Levine, who publishes papers in three other Wisconsin towns. The buyers include William E. Branen and his wife; Jane C. Raetig and Joseph W. Kane.

Ink price raised

Sun Chemical Corporation has raised the price of newsblack ink by one-half cent a pound on bulk delivery and two cents a pound on drum delivery.

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 Robert J. Danzig, Waldorf-Astoria
 Roy W. Anderson, Barclay
 Altoona (Pa.) Mirror
 Roosevelt
 J. E. Holtzinger Richard E. Beebe
 James G. Slep Blair M. Bice
 Robert W. Boyer
 Amarillo (Tex.) Globe-News
 Mr. and Mrs. S. B. Whittenburg, Waldorf-Astoria
 Amsterdam (N.Y.) Recorder
 Mr. and Mrs. Charles H. Miller, Waldorf-Astoria
 Annapolis (Md.) Capital Gazette Press
 Philip Merrill, Waldorf-Astoria
 Eleanor Merrill, Waldorf-Astoria
 Ansonia (Conn.) Sentinel
 Mr. and Mrs. S. John Siam, Belmont Plaza
 Appleton (Wis.) Post-Crescent
 John B. Torinus, Waldorf-Astoria
 Asheville (N.C.) Citizen-Times
 Mr. and Mrs. John Q. Schell, Barclay
 Astabula (O.) Star-Beacon
 D. C. Rowley, Barclay
 Don C. Rowley, Barclay
 Athens (Tex.) Review
 M. M. Donosky, Waldorf-Astoria
 Daniel A. Dwell, Waldorf-Astoria
 Atlanta (Ga.) Journal and Constitution
 Mr. and Mrs. Jack Tarver, Barclay
 Mr. and Mrs. William I. Ray, Jr., Waldorf-Astoria
 Auburn (N.Y.) Citizen-Advertiser
 Mr. and Mrs. F. R.-L. Osborne, c/o P. P. Sedgwick, 944 Park Ave.
 Augusta (Ga.) Chronicle/Herald South-eastern Newspapers Corp.
 Mr. and Mrs. W. S. Morris III, St. Regis-Sheraton
 Mr. and Mrs. Paul S. Simon, St. Regis-Sheraton
 Baltimore (Md.) News American
 Mark F. Collins, Waldorf-Astoria
 W. Melvin Street, Waldorf-Astoria
 Bangor (Me.) News
 Richard K. Warren, 47 E. 87 St., Waldorf-Astoria
 Robert E. Kiah Joanne J. Warren
 Kenneth L. MacMannis, Richard J. Warren
 Barre-Montpelier (Vt.) Times Argus
 George Gladding, Belmont-Plaza
 Baton Rouge (La.) State-Times and Advocate
 Mr. and Mrs. Charles Manship, Jr., Barclay
 Mr. and Mrs. Douglas L. Manship, Barclay
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 Battle Creek (Mich.) Enquirer and News
 Mr. and Mrs. Robert B. Miller, Pierre
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 Mrs. Geo. Warren Hotel, Barclay
 Bellingham (Wash.) Herald
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 Boston (Mass.) Globe
 Davis Taylor, Waldorf-Astoria
 John I. Taylor, Waldorf-Astoria
 Wm. O. Taylor, St. Regis
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 George McManus, Waldorf-Astoria
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 Hon. A. Satterwhite, Waldorf-Astoria
 Bridgeport (Conn.) Post
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 Abner A. Homburger, Waldorf-Astoria
 Kate R. Butler, Hotel Pierre
 Burlington (Vt.) Free Press
 J. Warren McClure, Barclay
 Camden (Ark.) Palmer Media Group
 Walter E. Hussman, Waldorf-Astoria
 Walter E. Hussman, Jr., Waldorf-Astoria
 Camden (N.J.) Courier-Post
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 Gary C. Snyder, Barclay
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 J. F. Hladky, III, Barclay
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 W. A. Fluhr, Lexington
 Galesburg (Ill.) Register-Mail
 Charles Morrow, Waldorf-Astoria
 Galion (O.) Inquirer
 Walter S. Goshorn, Berkshire
 Garden City (N.Y.) Newsday
 500 Stewart Ave., Garden City, N.Y.
 (Commuting)
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 Great Falls (Mont.) Tribune
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 Greenfield (Mass.) Recorder
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 Charles L. Downey, Waldorf-Astoria
 Hanover (Pa.) Sun
 Mr. & Mrs. William M. Collins, Barclay
 Hamilton (Ont.) Spectator
 Mr. & Mrs. John D. Muir, Summit
 Mr. & Mrs. James S. Thomson, Summit
 Harrington (Tex.) Valley Star
 Mr. & Mrs. Ralph Juillard, Waldorf-Astoria
 Harrisburg (Pa.) Patriot and News
 Edwin F. Russell, 420 Lexington Ave.
 John H. Baum, Summit
 James R. Doran, Summit
 Hartford (Conn.) Courant
 Edmund W. Downes, Waldorf-Astoria
 Bob Eddy, Beverly
 John L. Coughlin, Waldorf-Astoria
 Sidney Kaplan, Waldorf-Astoria
 Martin L. Fleming, Barclay
 Hartford (Conn.) Times
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 Roger C. Corvill, Drake
 Haverhill (Mass.) Gazette
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 Hazleton (Pa.) Standard-Speaker
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 Hickory (N. C.) Record
 Mrs. L. C. (Mildred) Gifford, Waldorf-Astoria
 Mrs. Kenneth (Suzanne Gifford) Milholland, Waldorf-Astoria
 Hollywood (Fla.) Sun-Tattler
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 Holyoke (Mass.) Transcript-Telegram
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Mr. & Mrs. William Dwight, Jr., Barclay
 Mr. & Mrs. Donald J. Curran, Summit
 Mr. & Mrs. Henry M. Healy, Dorset
 Honolulu (Hawaii) Advertiser
 T. Twigg-Smith, Waldorf-Astoria
 Honolulu (Hawaii) Hawaii Newspaper Agency, Inc.
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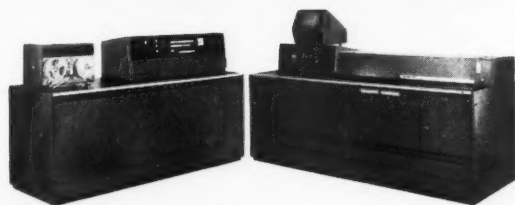
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UPI seeks word on 'Kate' Webb in Cambodia

United Press International this week asked the help of Prince Norodom Sihanouk, head of state of the Cambodian government in exile, and UN Secretary General U Thant in ascertaining the whereabouts of Catherine M. Webb.

Miss Webb, 28, UPI bureau manager, disappeared April 7 on Highway Four about 57 miles southwest of Phnom Penh, when Cambodian troops she was with were ambushed by Communist forces.

Five others disappeared at the same time—Toshihi Suzuki, correspondent of the Japanese newsreel agency Nihon Denpa; Chhim Sarath, UPI translator-driver who was with Miss Webb; Cambodian freelance photographers Tean Kim Hieng and Ing Charoen, and Suzuki's interpreter.

A Cambodian soldier, Pvt. Sar Sinh, told UPI later that he saw three Communist soldiers grab Miss Webb and drag her away. There was no word on the fate of the others.

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S. W. Papert, Jr., Waldorf-Astoria

UNITED FEATURE SYNDICATE,
220 East 42 St., New York, N.Y.
William C. Payette
Harry Gilbert
James Hennessy
John J. Carroll

William Javenscroft
William Anderson
Charles Treleven
James Freeman

UNITED PRESS INTERNATIONAL,
New York, N.Y.
Waldorf-Astoria:
Mims Thomson
F. H. Bartholomew
R. W. Beaton
Frank Tremaine
Roger Tatarian
Wayne Sargent
Lefloy Keller
A. P. Bock
John Ailius
C. E. Allen
Norman A. Cafarell
T. E. Cunningham
James F. Darr

C. Robert Woodsum
Paul G. Eberhart
Andrew J. Pedich
Joseph Frigenti
Dale M. Johns
E. T. Majeski
Charles J. McCarty
B. F. Middlebrooks
H. L. Stevenson
Kenneth Smith
Joseph A. Smano
Harry Varian
Peter S. Willett

U. S. PRINTING INK CORP.,
New York, N.Y.
Donald A. Seixas
Richard L. Stearns
Chester Sirkus

Thomas Giordano
Lou Ulfers

WARD-GRIFFITH CO. INC.,
Jack F. Kent, Barclay
Thomas M. Evans, Barclay
James H. Laughridge, Barclay

WASHINGTON NATIONAL INSURANCE CO.,
Evanston, Ill.
Bob Allison, Waldorf-Astoria
Bud Reedy, Waldorf-Astoria

WELLS & CO., J.N., Wheaton, Ill.
Joe N. Wells, Waldorf-Astoria

WOOD-HOE DIV. OF WOOD INDUSTRIES,
Englewood Cliffs, N.J.
Waldorf-Astoria:
Daniel McColley
Burton C. Polglase
Charles L. Wyman
John A. Pasarella

John Bobko
John Griffiths
Jack Dryer

Long strike ends

An eight-month shutdown of the *Monessen* (Pa.) *Valley Independent* ended this week when non-mechanical department workers accepted the company's latest contract offer by a vote of 34 to 5. About 100 employees had been idled by the strike against the 18,000-circulation paper.

WILLIAM GINSBERG ASSOCIATES

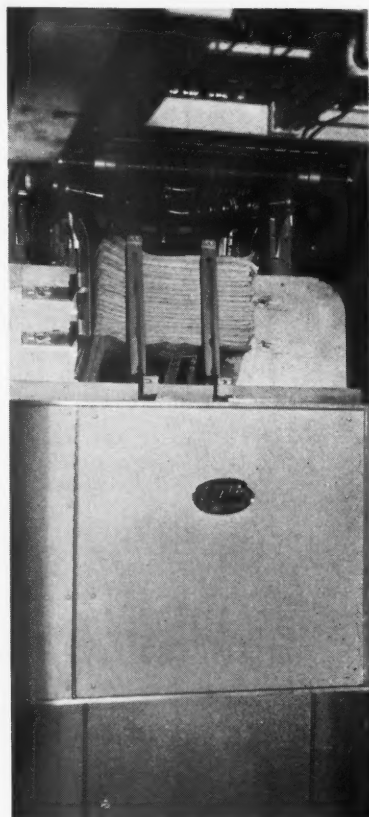
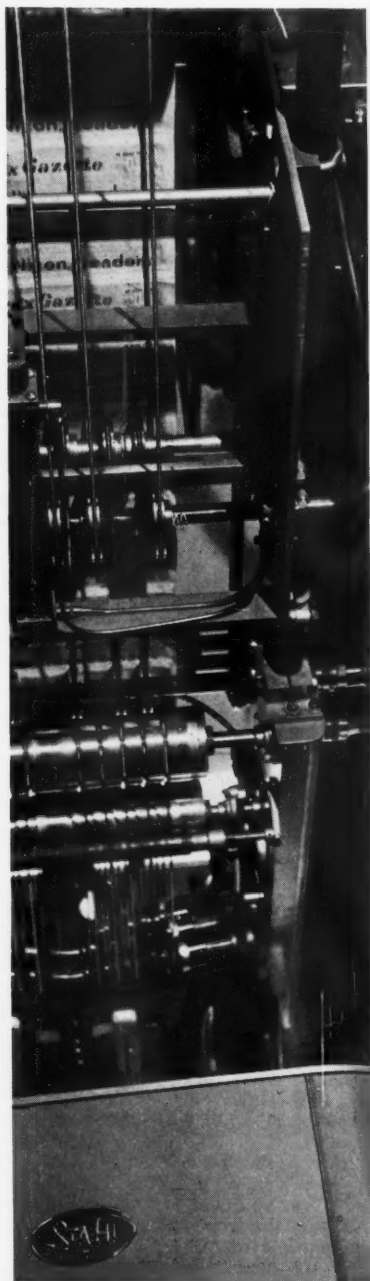
Consulting Engineers

331 Madison Avenue
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**Over forty-two years
of service . . . to the
newspaper industry
and the graphic arts.**

- CONSULTATION
- NEW PLANT DESIGN
- PLANT EXPANSION
- CONSTRUCTION ADMINISTRATION

The stacker that really counts.



Sta-Hi Stacker/251 does more than stackerize better than the rest. It counts accurately. Fast as the fastest presses can deliver. Stacks and bi-directionally delivers up to 60 variable-sized bundles every minute.

Keeps stacking to the end of the press run – it can't jam. The Stacker/251 has an automatic clearing device that absolutely eliminates jamming. Clears the newspapers, recovers the stream, without stopping the presses.

If you require odd-count bundles, Sta-Hi programmers will automatically produce them, accurately. The programmers are available in Tape or Card read out models, as well as manual keyboards. Sta-Hi programmers are fast, reliable, and simple to operate.

Though a real heavyweight in performance, the Stacker/251 is portable. One man can move it easily. Maybe to an off-line inserting station in your facility.

When it comes to stacking, Sta-Hi has the one you can count on.



Sta-Hi Corporation

A REPUBLIC CORPORATION COMPANY
2601 Campus Dr., Newport Beach, Calif. 92663
Telephone (714) 833-1000

Ad-ventures

By Jerry Walker Jr.

Tuesday at Home newspaper supplement debuts April 25 in 20 newspapers with a 36-page issue, containing about 10 pages of advertising—4 from cigaret companies. Tuesday at Home, which will be aimed at the black homemaker, will publish the fourth Sunday of each month following Tuesday, the five-and-a-half year-old black general interest supplement, which publishes the second Sunday of each month in the same newspapers. Both magazines are published by Tuesday Publications Inc., headed by W. Leonard Evans, president and editor. The newspapers are paid by Tuesday Publications to distribute the supplements. There is no sharing of ad revenues such as is the case with other syndicated supplements. Supplements are circulated in just the heavily populated black areas. Lone exception is the Rochester Times-Union, which will carry both supplements on a full run basis. Evans said earlier tests have proved there is total circulation acceptance of the black-oriented magazines, but he is not interested at this point in expanding circulation beyond 2,500,000. Current circulation is 2,300,000 with two more papers to be named very shortly. He said Brand Rating Index estimates about 83% of this circulation are black readers. Last year Tuesday grossed \$3 million in ad revenues. To date there are 189 pages of ads booked in Tuesday and 135 in Tuesday at Home. Evans is projecting more than 200 pages in each magazine for 1971.

* * *

Joe Bernstein of Metro Associated Services advises ad directors to be on the lookout for their expanded Father's Day Special Section which will be distributed with the June issue of Metro Newspaper Service. The big day falls on June 20 and the national recognition accorded by President Nixon's proclamation is expected to greatly increase public and private activities to honor Dad. Some of the ready-to-sell ads for brand name products in the Metro section, Bernstein said, are supported by co-op funds. . . . Westinghouse portable products division said it is dropping its co-op program May 1. In its place, dealers will be offered a profit sharing arrangement based on sales. Dealers will continue to get mats. . . . Approximately 20,000 replies were received by American Safety Razor Co. in response to their newspaper ROP ad offering two free Personna 74 blades which ran April 4 in seven cities. Ad ran same time as the free standing stuffer from which the plastic-wrapped blades were removed. Philadelphia Inquirer, one of the papers on the schedule to distribute the blades, turned over 500,000 blades to the Philadelphia Variety Club, Tent 13, who in turn redistributed the blades to United Fund, Catholic Charities and the Jewish Federation. . . . Ted Isaac, president, Consumers Circulation Co., reports that co-op newspaper inserts are "alive and well". He said that during the 45-day period from February 21 through April 4, his company distributed 105,600,000 store-redeemable coupons and business reply cards "flying" from more than 40 million flagwavers in 80 Sunday papers.

* * *

The message from the Conference Board's latest consumer survey is an optimistic one. Plans to buy cars are up sharply. Some 8% of the 10,000 families participating in the nationwide survey covering January-February plan to buy an auto over the next six months, up from 7.2% in the November-December probe. Home-buying plans also are up; 2.6% of the families expect to buy a house in the next six months, against 2.1% in the previous survey. And plans to buy major appliances have risen to 35%, compared with 33%. Gains were posted for refrigerators, ranges, clothes dryers, and vacuum cleaners. One yardstick of the pessimism about current conditions: 41% plan to take a vacation during the next six months, a dip from 43% in the previous survey. . . . Anti-abortion ads began appearing in the New York City newspapers this week on a paid basis placed by Catholic Charities for the New York Archdiocese. The ads were prepared at no cost by BBDO which handles CC on a volunteer basis. Large display ad appeared in the Times, News, El Diario and the Amsterdam News. A 13-week campaign is also planned for later in the Post and Village Voice under the public notice classification in the classified section. . . . 25 million

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Co-op expert raps FTC's guide changes

Co-op advertising expert Edward C. Crimmins says the Federal Trade Commission has displayed again its "innocence of marketing realities" in proposing two rules that would prohibit 'straight line rate' allowances, and a requirement that newspapers must disclose rebates on monthly invoices.

By prohibiting 'straight line rate' allowances, the FTC believes it will force manufacturers to pay only at the rate that all retailers pay the newspaper, and therefore end unfair discrimination between the larger advertiser and the small store advertiser who usually pays a much higher ad rate.

The rebate requirement is designed to prevent double billing of the manufacturer by the retailer. By showing the rebate, the manufacturer will be insured of paying the true share of his ad costs, which is generally about 50% of what the retailer is charged.

Crimmins, who is managing director of Advertising Data Services division of Arcata Research Corp., a firm that is in the business of creating and administering co-op ad programs for manufacturers, feels that two of the six new rules are "unwarranted and unnecessary" interference by the FTC.

One of the problems, Crimmins believes, is that the FTC does not understand co-op because they will not get counsel from marketing experts.

The FTC's lack of knowledge in matters pertaining to co-op is indicated, he points out, by their use of the term 'straight line rate'. "If they had discussed this with marketing people, they would have discovered that the common term for this technique is 'fixed line rate'," he noted.

"In the second place, they would have discovered that the use of this technique (fixed line rate) is not designed to discriminate between competing customers; far more often its function is to prevent discrimination."

Traditionally, he explained, a manufacturer will take the lowest contract rate earned by any store in the city and add to it a percentage that covers the higher rates paid by small stores who use his mats and the production costs of stores who do their own artwork. "The purpose of this is to spare the man-

ufacturer the cost of checking actual rate paid and the onerous duty of arguing with his own customers about bills they render," he said.

Crimmins said the outlawing of 'fixed line rate' offers by manufacturers so they would have to pay only at the rate the retailer is paying the newspaper would favor his firm's operation since it can provide retail lineage totals on a daily, weekly, monthly and annual basis which would be necessary in order to determine every individual retailer's rate.

"Nevertheless, we can't help but regard the addition of this wording to the guides as an unwarranted and unnecessary interference by the FTC in the conduct of co-op advertising by manufacturers who are doing their level best to offer this ad-

(Continued on page 100)

UPI report

(Continued from page 16)

Eugene V. Risher, UPI's White House Correspondent, and Thomas Powers, of the New York staff, will address the meeting. Powers co-authored UPI's series last Fall on Diana Oughton, the rich girl who became a revolutionary. He specializes in the coverage of youth.

UPI will demonstrate its proposed computerized news information, storage and retrieval system at its headquarters on the 12th floor of the New York News building, 220 East 42nd Street. The exhibit will be open Monday through Wednesday from 10 a.m. to noon and 4 p.m. to 6 p.m.

Other highlights of Thomas's report:

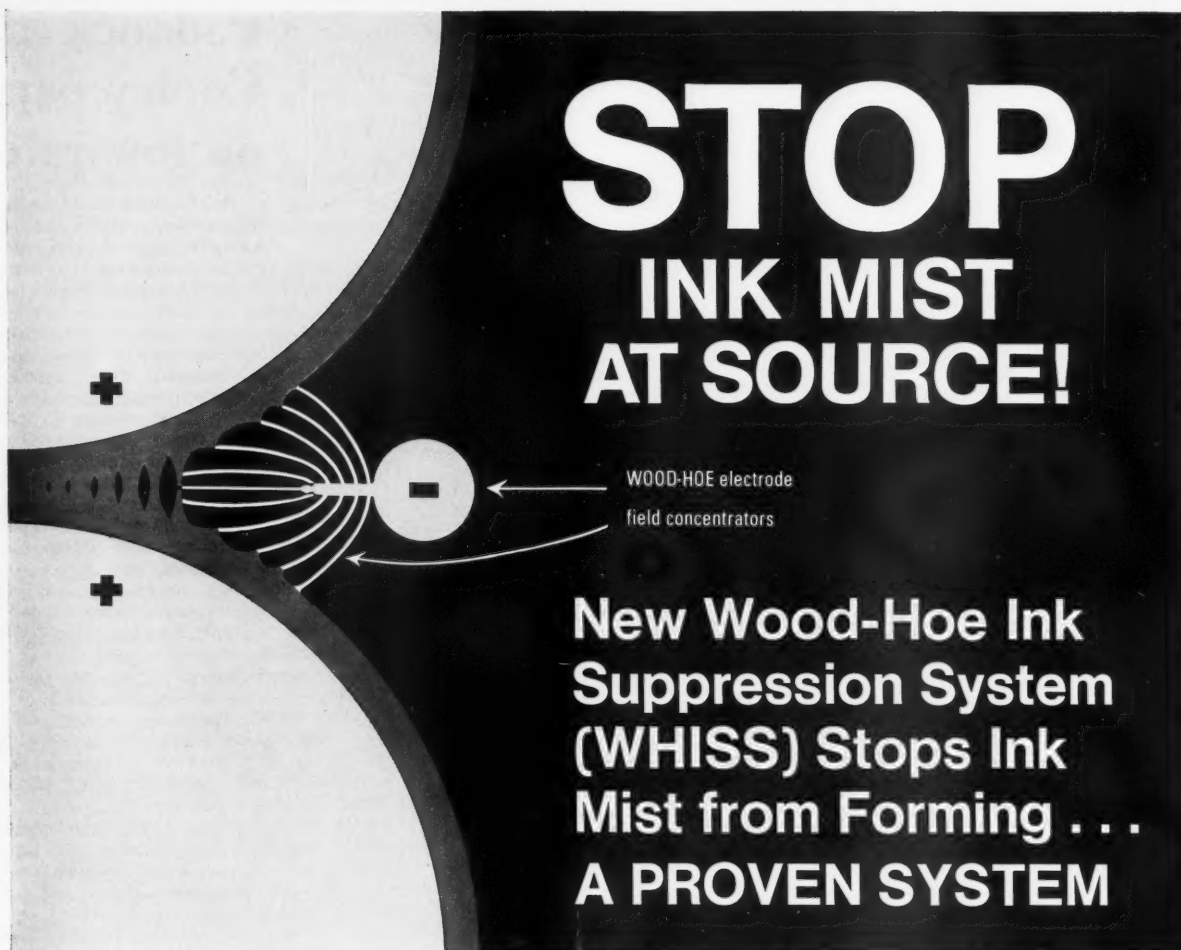
Experimental Dataspeed transmissions of UPI's computerized stock market tables were begun to Europe.

UPI became the first agency to open private permanent telegraph channel facilities between both Tel Aviv and Beirut to London, thus speeding up the flow of coverage from this important news area.

In Canada, service was expanded to French language subscribers in Quebec with the installation at Montreal headquarters of the French language wire from Paris, routed via London and New York.

EDITOR & PUBLISHER for April 17, 1971

STOP INK MIST AT SOURCE!



New Wood-Hoe Ink Suppression System (WHISS) Stops Ink Mist from Forming . . . A PROVEN SYSTEM

Simple—No complicated mechanical apparatus. WHISS uses the familiar magnetic principle that opposites attract, likes repel.

Electrode creates a suppression field consisting of a strong negative charge. When negatively charged ink split forms in nips, suppression field prevents their escaping.

Efficient—WHISS keeps press, press room and surrounding areas free of ink mist. Also, reduces cleaning of roller ends and sockets, because electrodes extend full width of roller. Substantial savings in maintenance.

Rugged—WHISS is extra strong and rigid. Withstands most press problems such as web break, plate breakage, etc.

Safe—Patented "prevent circuitry" assures constant monitoring of line voltage, preventing any sparking.

• Send coupon for illustrated folder on WHISS

Complete with automatic safety switches, speed switches. Caution lights continuously safeguard operation.

Adaptable—Operates on 110-volt AC house current. Pre-wired mounting plates easily installed by one man, all connections are simple plug in jacks. System supplied in kit form.

Economics—Low installation cost. Lowest per unit cost. Inexpensive to operate. Supplied as a complete system.

Proven—More Wood-Hoe ink suppression systems have been installed throughout the world than any other make. Call or write for list of satisfied users.

WOOD-HOE

DIVISION OF WOOD INDUSTRIES, INC.



688 South 2nd Street, Plainfield, N. J. 07061
(201) 756-5700

Wood-Hoe Div. of Wood Ind., Inc.
688 South 2nd St., Plainfield, N. J. 07061

Please send me WHISS folder.

Name Title

Company

Address

City State Zip

Arizona Daily Star sold to Pulitzer Co.

The *Arizona Daily Star* has been purchased by Pulitzer Publishing Co., publisher of the *St. Louis Post-Dispatch*.

The purchase was announced in Tucson by Michael E. Pulitzer, a grandson of the man for whom the Pulitzer Prizes were named. Pulitzer, assistant managing editor of the *Post-Dispatch*, will move from St. Louis to Tucson in mid-summer to become editor and publisher of the Star.

The seller was William A. Small Jr., publisher of the *Tucson Daily Citizen*, who has owned the Star since he and his family bought it six years ago from Clare R. Ellinwood and the late William R. Mathews.

Transfer of ownership was sanctioned by the Department of Justice in the final act in lengthy antitrust suit brought against the Star and the *Citizen* in 1965 which led to enactment of the Newspaper Preservation Act.

In approving the purchase of the Star, the Justice Department required that Pulitzer Publishing Co. agree to dispose of its ownership of KVOA-tv by April, 1972. The Pulitzer company bought the station three years ago, but common ownership of a newspaper and a television station in a single community has been subject to attack by the government on antitrust grounds.

Sold without profit

Small said he and his family paid \$10 million for the Star when they bought it in 1965, and sold it to Pulitzer Publishing Co. without profit.

According to testimony in the antitrust case, Small organized the Arden Corporation in 1964 to exercise an option on the Star under terms of a joint operating agreement in 1940. Arden paid \$9,999,790 for the Star, after Brush-Moore Newspapers of Ohio had agreed to buy the paper for approximately \$10 million, it was testified.

During the trial evidence was presented that showed the combined revenues of the Star

(morning-Sunday) and *Citizen* (evening) rose from \$519,168 in 1940 to \$8,654,127 in 1964 with the operation of common advertising and circulation sales which the Supreme Court ruled were a violation of the antitrust laws. Before-tax profits of the agency, Tucson Newspapers Inc., climbed from \$27,531 to \$1,727,217, according to the records.

Modified agency plan

Early last year Charles J. Hentschell, an executive of the Pulitzer Publishing Company, went to Tucson as a special consultant to advise Small on reorganizing TNI to conform with the guidelines for a modified newspaper agency corporation approved by the Department of Justice.

Negotiations for acquisition of the Star were initiated by the Pulitzer interests and Small shortly after Congress passed the Newspaper Preservation Act last summer, exempting joint newspaper companies from antitrust laws. Accord was reached quickly, but the closing was delayed because of uncertainty about the status of KVOA-tv.

"This is something I have hoped to accomplish since my father and I first acquired the Star," Small said. "It was our desire then to put the newspaper in the hands of a widely recognized and respected publisher, and I think that now, six years later, it has finally been achieved following removal of the legal obstacles which arose in the meantime.

Meets qualifications

"Of the many well-known newspaper organizations and individuals who expressed a serious interest in buying the Star, only Pulitzer Publishing Co. came close to meeting the qualifications which we had kept foremost in mind. There were:

"1. A publisher who would continue the Star as a liberal influence in the community, in contrast to the *Citizen's* conservative approach to most issues. (The *St. Louis Post-Dispatch* is noted as the liberal voice of the midwest.)

"2. A publisher who would make Tucson his home and headquarters, and not represent a link in a larger chain. (Pulitzer Publishing Co. owns

no newspapers other than the *Post-Dispatch* and the Star. It has television stations in St. Louis and Albuquerque, in addition to the station which it will sell in Tucson. It also owns a St. Louis radio station.)

"3. A publisher who would look upon the Star as a responsible voice of the community, not just as a cash register."

Scion of Joseph Pulitzer

Michael Edgar Pulitzer, 41, is a third-generation member of a distinguished newspaper family. His grandfather, the first Joseph Pulitzer, combined two struggling newspapers into the *St. Louis Post-Dispatch* in 1878, then moved east to buy the *New York World* in 1883. Under his guidance the *World* became the largest newspaper in the country, and one of the most powerful.

Michael Pulitzer's father was also named Joseph. He took over the *St. Louis Post-Dispatch*, which had languished in the shade of the *World*, and made it an influential and profitable newspaper. While it flourished, the better-known *World* fell upon hard times and was permitted to die in 1931.

Michael Pulitzer's brother is a third Joseph, known as Joseph Jr. He is editor and publisher of the *St. Louis Post-Dispatch*.

Born in St. Louis, Michael Pulitzer was graduated in 1951 from Harvard College, where he was a member of Hasty Pudding, Fly Club and the Harvard Lampoon. He received a law degree from Harvard in 1954 and was then associated with a law firm in Boston for two years.

In 1956, Pulitzer began a four-year stint as a reporter on the *Louisville Courier-Journal*. He joined the *St. Louis Post-Dispatch* news staff in 1960.

In a statement to the Star staff, Pulitzer said:

"The Star will continue to practice the highest principles of journalism. It will report the news impartially and interpret and explain the events of today's fast-moving world. It will comment and express its opinion independently and vigorously. It will consider the interests and welfare of its readers as its prime concern. It will not forget that a sense of humor is also essential.

"The strength of the Star can be attributed in large part to its superior staff and I have no plans to make any changes in the staff."

The Star has a morning circulation of about 48,000, with 86,000 on Sunday while the *Citizen* has an evening circulation of about 53,000.

Paddock sues Copley paper on low rates

Treble damages of \$1,350,000 and a permanent injunction are being sought in U.S. District Court in Chicago by the Paddock Corporation, publishers of daily and weekly newspapers in the Chicago suburban area against Copley Press Inc., in connection with advertising rates charged by the *Elgin* (Ill.) *Courier-News* in its free distribution newspaper, the *Courier-News Advertiser*.

Paddock alleges that the shopper, established in August, 1970, offered "unreasonably low . . . and below cost ad rates."

The complaint states that the *Courier-News Advertiser* published rates, effective September 30, 1970, for a single insertion of 12 cents per agate line in the *Courier-News* and the *Advertiser*, whereas Paddock charges an average of approximately 30 cents a line for an insertion in all of its 10 dailies.

Paddock has been forced to offer advertising at virtually cost in an attempt to meet the competition, the petition contends.

An attorney for the *Courier-News* said a general denial would be entered in the case within a few weeks.

Copley may buy Pioneer papers

Copley Press Inc. and Pioneer Press Inc. disclosed this week that negotiations have been under way for Copley to purchase seven weeklies from the Pioneer group in Chicago's northwestern suburbs. The deal for papers with 23,000 circulation would involve about \$500,000.

Pioneer, a subsidiary of Time Inc., purchased 26 papers from Pioneer and Hollister in 1969. A proposed purchase of nine Pickwick papers by Pioneer was terminated recently when the Department of Justice objected to it on the ground it would be in restraint of trade.

Pioneer said it was selling some of its papers to Copley because they serve communities too remote from the main printing plant and are better suited to Copley operations.



M. Pulitzer

Famous Composers.



Thousands of our phototypesetters are out there earning their claim to fame in composing rooms all over the world.

What makes our composers famous? Things like quality, efficiency, flexibility, economy and high productivity.

If you need speed, our 2961 HS and 4962 HS Models operate at up to 60 lines per minute. Flexibility? The 2961 TL, 2971 TL and 4961 TL Twin Lens models give you 5 to 24 point type and mixing capability of up to 4 type faces without changing font strips. For display, the 7200 and 7200 H offer 14 to 120 point type and an optional line measure indicator and counter. Want economy? It's a prime feature in *all* our machines . . . and our 2970 is still the champion in the low-price field at \$4,500, including spare parts.

Write or call us for a demonstration of our phototypesetters . . . the famous composers that can create the sound of profit in your composing room.

compugraphic corporation

DEPT. EP 0471 INDUSTRIAL WAY, WILMINGTON, MASSACHUSETTS 01887, (617) 944-6555

Gannett-Federated merger: \$70 million

A new agreement to merge Gannett Company Inc. of Rochester, N.Y. and Federated Publications Inc. of Battle Creek, Mich. has been reached, officers of the two newspaper publishing groups announced this week.

The companies had announced agreement to merge in February, 1970, but terminated that agreement in May, 1970. At that time the all-stock transaction had a market value of about \$52 million. Gannett common stock was trading at \$27 and Federated at \$26.

Under terms of the new all-stock agreement the entire transaction was valued at nearly \$70 million. Gannett common has been trading around \$45 and Federated at \$30.

After the deal ended last year, Gannett acquired 58,000 shares of Federated (about 4 percent) in acquiring the Times Herald Co. of Port Huron, Mich. in a \$5,880,000 cash-and-note transaction.

Announcement of the Gannett-Federated proposed merger was made by Paul Miller, chairman and chief executive, and Allen H. Neuharth, president, of Gannett; and Robert B. Miller, executive chairman, and Louis A. Weil Jr., president, of Federated.

The transaction was negotiated in behalf of Federated by Vincent J. Manno, New York media broker and consultant.

Federated publishes seven daily newspapers in four states . . . Michigan (Lansing and Battle Creek), Indiana (Lafayette and Marion), Idaho (Boise), and Washington (Olympia and Bellingham).

Gannett embraces 36 daily newspapers in seven states . . . New York, New Jersey, Connecticut, Michigan, Illinois, Florida, and California. The company also has interests in radio, television and CATV and in a Canadian newsprint mill, and recently announced agreement to acquire the newspapers in Burlington, Vt., and Chambersburg, Pa.

The definitive merger agreement has been approved by the directors of both companies and is subject to approval by stockholders of both. Federated Publications will retain its corporate identity as a

wholly-owned subsidiary of Gannett.

Terms call for each Federated common share to be exchanged for an amount of Gannett common stock having a market value of \$48. The market value will be determined by the weighted average closing price for a share of Gannett on the New York Stock Exchange for a period of 15 days ending shortly prior to closing of the transaction. However, shareholders of Federated are to receive not less than 1.1 nor more than 1.3 shares of Gannett common for each share of Federated.

Federated has 1,453,348 shares of common stock outstanding held by more than 750 stockholders. Based on \$48 worth of Gannett common being exchanged for each share of Federated, the value of the entire transaction would be \$69,760,704. Since Gannett already owns 61,834 shares of Federated and since no Gannett shares are to be issued for that block, the value of the total number of shares to be issued, at \$48 for each share of Federated would be \$66,792,672. However, actual value of the transaction on the closing date could be more or less depending upon the market value of Gannett common in relation to the minimum and maximum exchange ratios during the valuation period prior to closing.

The transaction is being structured to qualify as tax-free exchange for tax purposes and as a pooling of interests for financial accounting purposes.

Gannett is a publicly held company listed on the New York Stock Exchange. The firm reported 1970 net earnings of \$11.45 million, or \$1.61 per share, on gross revenues of \$159 million. Federated stock is traded over-the-counter. Its 1970 net earnings were \$2.67 million, or \$1.84 per share on gross revenues of \$30 million.

Boys' Club award

The Herbert Hoover Memorial Award of the Boys' Clubs of America was presented to the Pasadena (Calif.) *Star-News* in recognition of "major contributions to the cause of juvenile delinquency." The presentation was made to Bernard J. Ridder, *Star-News* publisher.

Gannett net up 34%

Operating earnings of Gannett Company Inc. rose to \$2,620,912 in the first quarter of 1971 to March 28, shareholders were informed this week by Paul Miller, chairman, and Allen H. Neuharth, president.

The total included an extraordinary gain of \$401,169 from sale of two radio stations in Binghamton. Earnings from operations amounted to \$2,219,743, as compared to \$1,656,756 in the corresponding quarter of 1970. This amounted to a 34 percent increase and the extra gain pushed the percentage to 58. Per share earnings went up from 23 cents to 37 cents, six cents of that attributed to the station sale.

Operating revenue for the 13 weeks came to \$39,153,336 this year, a 9.3 percent increase over the \$35,822,472 in 1970 and this did not include revenue from the McClure newspapers, *Burlington (Vt.) Free Press* and *Chambersburg (Pa.) Public Opinion*, which Gannett agreed to buy with payment of 400,000 shares of its common stock. That transaction was completed after the close of the first quarter, Miller said. Gannett now has 38 daily newspapers.

20 printers fired for sitdown tactics

A union-management committee has upheld the firing of 20 of 22 composing-room employees at the *Colorado Springs (Colo.) Sun*. They were fired because of participation in a work-stoppage, according to William Woestendiek, editor and publisher.

The employees, members of the Typographical Union, reportedly were demonstrating in protest of alleged contract violations by the *Sun*. They conducted a two-hour sitdown strike in the composing room and police were called to evict them, Woestendiek said.

Woestendiek denied that the *Sun* had violated a contract with Local 82—or that a strike is expected.

John J. Pilch, president of ITU, with headquarters in Colorado Springs, sent a telegram to the newspaper's employees which read in part, ". . . There is no strike in effect. Any work stoppage by any or all members of the local union is absolutely illegal."

New 5¢ weekly

Charles J. Molitor is giving Prince Frederick County in Maryland a new nickel newspaper, the *Prince Frederick Recorder*, to be published Thursdays. The initial issue had eight pages. It is published by Lexleon Inc., owner of the *St. Mary's County Enterprise* at Lexington Park.

Moves to morning

The *Paris (Tenn.) Post-Intelligence* now publishes its Saturday edition in the morning instead of the afternoon.

Red China gives visas to newsmen

Twenty years ago Red China and the U. S. State Department played a game of ping-pong with 6 journalists' visas. The Peking team won and held off visits from the score American newsmen behind the bamboo curtain.

This week the People's Republic of China admitted a few U. S. newsmen specifically to cover the matches between table tennis teams of China and the U. S.

In the interim only a couple of U. S. reporters received visas to Peking. They were handpicked by the Communist regime and their tours were restricted.

The group on the Peking patrol this time included John Roderick, the AP's man in Tokyo who returned to Red China capital after 20 years; John Rich and Jack Reynolds of NBC. As they were about to depart for Hong Kong, after several days of sight-seeing in China, the Reds granted visa applications from Tillman Durdin, Asian affairs reporter for the *New York Times*; and Mark Gayn, *Toronto Star* reporter who also writes for the *Chicago Daily News*.

The sudden letting down of barriers for U. S. newsmen by the Peking government was taken to indicate a softening in the diplomatic hard line, in response to the Nixon Administration's invitation to be friends.

Of special significance to some observers was the fact that the captain of the U. S. ping-pong team is a fellow named Jack Howard (no relation to the publisher.)

Paul Kostenbader's bacteria eat the phenols in polluted water



Working with fuel engineers of our Bethlehem, Pa. plant, Paul Kostenbader, Environmental Control Engineer, helped develop our "bacteria cafeteria," where bacteria feast on phenols. Here, Paul demonstrates how it works to some youngsters interested in pollution control.



Phenol-eating bacteria need oxygen to live, so we aerate the waste liquids.

When we turn coal into coke for use in our blast furnaces, we can't avoid making waste liquids that contain phenols. Phenols, if present in water in sufficient quantities, can kill fish. And if they're in water that's been chlorinated, they make it taste and smell terrible.

These chemicals were difficult to dispose of, until we discovered bacteria that consider phenol their favorite food.

We built these mighty mites a "bacteria cafeteria" to live in—a biological oxidation plant for the treatment of coke plant waste liquids. Harmless to man, the bacteria happily devour the phenols, and convert 99.9% of them into carbon dioxide and water.

So it's goodbye to the phenols. And soon we will eliminate the other contaminants in coke plant waste liquids. Clean water is our goal. And clean water it will be.

We're in the fight against pollution to win. We're determined to be good neighbors.

BETHLEHEM STEEL



'The Funnies'

(Continued from page 17)

prisingly I haven't got any re-bounds on it. Editors have let it go. That might be an indication that things are slackening off. You can't consider comic strips a watered down form of entertainment that titulates after they get through with the editorial page. It can stand on its own feet, and I think it ought to do that. You have to lower the bounds of censorship and allow cartoonists to work in whatever areas they want to work in . . . They could talk very effectively on the drug issues with humor. Humor is very powerful. They could talk about the social structure; they could talk about civil rights; they could do a great deal without necessarily just having to titulate."

JACKSON: "We are so damned vulnerable. In this business, they buy us. Whereas, for instance they run their sexy movie ads because they are paid for it in the paper. I lost the *New Bedford Standard Times*, simply because I mentioned the word tranquilizer."

SCHNEIDER: That is changing, Dick.

JACKSON: No, it's getting worse. I checked with several editors of syndicates, and they say this stuff is getting worse.

TRUDEAU: I don't think it could be getting worse. I spent two weeks just talking about Black Panthers, and that didn't throw too many people.



Garry Trudeau, a self-portrait.

ANDRIOLA: I've done stories on marijuana in "Kerry Drake" . . . There was a time when you could not do this. I did a story about an alcoholic woman; 10 years ago I couldn't do it. In certain ways you are being allowed more latitude.

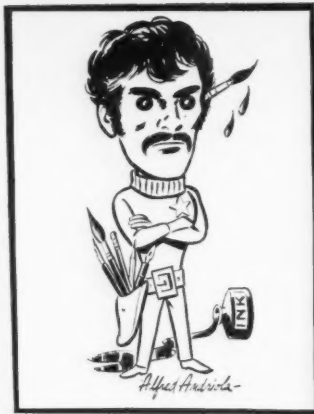
SCHNEIDER: Well, I'll give you a statistic. The underground newspapers, of which comics are a great part, combined have a greater circulation than 10 of our best selling dailies. That's really quite something. There is a market that is growing up these days that is not like other markets that we've had. They have been exposed to so much more media than we have ever been exposed to. They are getting it from all sides so that the exclusion of pertinent subjects is conspicuous.

BYCK: Howie, the trouble is you can't compete, if you are drawing a newspaper strip, with the underground newspapers. You can't try to compete with them. Most of their comic material is out-and-out pornography. If it were not, it would have no readership . . . I don't think you can or should editorialize on the comics page. For one thing you've mentioned it as a trivial page that somebody might read after they read the editorial page. The fact of the matter is all surveys show it's the other way around. They read the comics page first and then the editorial page, and one reason why is because the comics are entertainment. They are getting enough preaching and enough editorializing everywhere they turn.

SCHNEIDER: The point is they have this idea that comics are like the court jester. After all the seriousness of the newspaper has been delved into, the comics lighten things up a bit and give you a chuckle. What do they give you a chuckle about?

For years they have been giving you a chuckle about the husband and the lawn mower . . . the problems of the kids, etc. And I grant you it's been a chuckle. And then the narrative strips, the story strips, have come along and delved deeper into personal relationships. The comics can serve that function yes, but there is another function that comics can serve. The cartoonist can be very creative, observant satirists of the times.

ANDRIOLA: But Howie, they do. Al Capp has watched the times consistently; he has satirized the times. Walt Kelly has



Alfred Andriola, by Andriola

done the same thing. "Beetle Bailey" in his way is doing it . . . These are ways to do it, but you can't go all the way over to the other side. . . ."

BYCK: "The point is this, that old fashioned comics, which are really the most successful comics, deal with a much greater depth than you've indicated. They deal with very basic human emotions; they deal with envy, and jealousy, and love and hostility. And they do it in a funny way. The good ones deal with depths of human interests, of human nature — which doesn't change. It hasn't changed in 40 years. People wear different hair combs, they wear different costumes, but the fact of the matter is that a relationship between a man and wife has changed very little. The only real change in human relationships in the family has been between children and their parents possibly and even that hasn't changed so much. You can fill your strip full of hippies and jive talk, and if it isn't good, if they aren't saying something, it is not a good strip. And you can have a strip that doesn't have anybody in it in mod clothes, and still it can be very relevant to what is happening to almost everyone of us today without getting involved in specific social causes. You don't have to.

SCHNEIDER: You don't have to, but what if you want to?

BYCK: Well, if you want to, and editors don't want to buy that kind of strip, you buy a newspaper. It's easy.

Guests in the house

SCHNEIDER: I see what you are saying. In other words, we are guests in their house.

ANDRIOLA: If you offend them you will not be a guest in their house very long.

SCHNEIDER: "I am not talking about offensive cartoons, I'm talking maybe about a little bit more hospitable reaction to the comics. They could become much more of a viable force in everyday life than simply humorous. . . ."

JACKSON: The problem with doing a sort of super-realistic thing like I do in the "Jackson Twins" is I take a normal subject and have a little story going, but invariably I find that people are reading something into everything you do.

I did a Sunday page about a kid that got a job in a bank. This is a gag page about his long hair. He's got himself a wig, an 'estab wig' he calls it; and he tucks his hair up under it so he can have his job in the bank. It's reverse psychology on the dress code. Now, I'll probably hear from some kids reading into that that I'm against long hair or something. I would like to make this one point. I wish editors wouldn't be so damned critical as to let one letter affect them. Now the tv people long since gave up this business about one letter representing 12 million people. For God's sake, let us err once in awhile, like the editors do themselves, and let us really have a little fuller range and not be on our backs all the time.

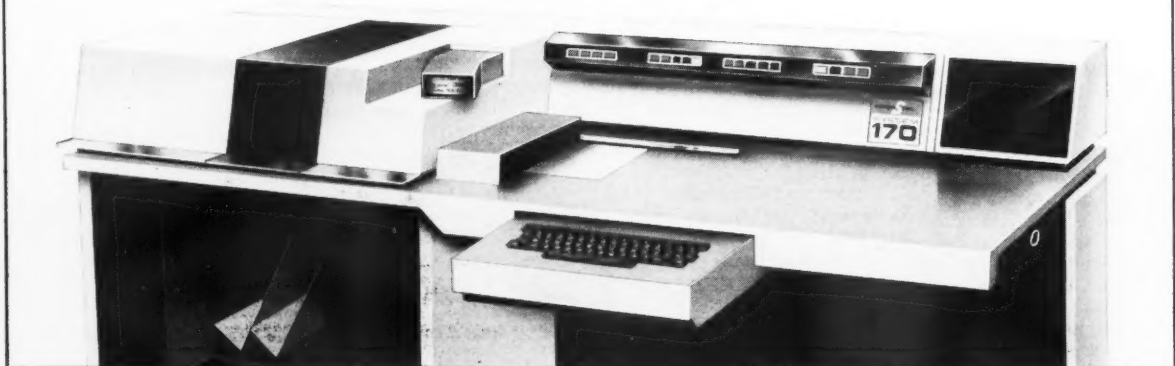
BYCK: I think editors are paying less attention to one letter or two or even five, particularly if they are obviously hate letters, than they used to back in the days when I was in the newspaper business. We've gone through it with "Beetle Bailey." I think eventually we'll look back on it as a genuine breakthrough in the comic strip industry. This is the first time, I believe, that any cartoonist has put a black in a strip, who has not been just a by-stander . . .

The conversation returned to the folk hero and character the cartoonist creates.

(Continued on page 100)



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'The Funnies'

(Continued from page 98)

ANDRIOLA: I think the character is the most important thing you have to sell. The same thing is true in movies . . . You don't have the stars today that you did years ago.

SCHNEIDER: That's exactly my point. The day of the star or the individual is not as strong as it once was. It goes for films and it goes for comics . . . I'm saying that there are strips coming up today that reflect the point of view of the creator rather than one specific character who is hailed as a hero or the strong character people identify with . . ."

BYCK: Again the best strips, and the ones that have the greatest longevity are not strips that have one hero; they have a cast of characters. And the more good characters you have and the more recognizable those characters are, the easier it is to relate to them, the better the strip is and the less likely it is to wear thin . . ."

SCHNEIDER: The hand of the cartoonist is much more obvious today; the personal observation of the cartoonist, the creator, is much more apparent than it once was.

TRUDEAU: I don't think that's true at all. I don't think you can make the assumptions you can if you have strong characters. If you went into "Peanuts" cold, and you read a Snoopy one you probably wouldn't think it was that funny. It's only because you are so familiar with that character and you know his whole character inside and out that the thing is funny. And that's true of the "Little King" and "The Wizard of Id."

BYCK: That's what makes doing a successful comic strip so difficult. What you have to do with a simple pen line and about two square inches of space in panels is to create a Bob Hope or a Charlie Chaplin, and you have to do it without sound, without movement. It is a tremendous job and the reason why there are so few really great strips . . .

SCHNEIDER: "Everybody is misunderstanding me . . . What I'm saying is that the cartoonist himself is becoming much more evident now. Rather than the creation of one character. "Beetle Bailey" has six characters, six! It's not just the adventures of "Beetle Bailey." The cook is every bit as funny, probably funnier, than "Beetle Bailey," and the General is



Sylvan Byck

equally funny. They don't all circle around one strong character who goes through various misadventures."

ANDRIOLA: Beetle is the string that holds them all together.

BYCK: That is a very unusual circumstance. Mort Walker did a breakthrough on that in bringing in a whole group of characters, each of whom is strong enough to carry a strip. Not everybody can do it; it's an ideal situation. You can take any one of those characters and make a new comic strip.

SCHNEIDER: The same thing is true of "B.C." isn't it? The guy with the wooden leg is just as funny as "B.C."

To sell newspapers

JACKSON: The function of a comics page is to sell newspapers . . . Therefore if somebody is not happy or entertained, which is a very good word, then the editors are not going to buy that particular strip.

BYCK: The only reason for the comics page is entertainment . . . There are so many other pages . . . They've got stories in depth to explain what's going on in the world. And if they need us to do that job, we're in a bad way."

ANDRIOLA: It's entertainment, and it's the only continuity in a newspaper from day to day.

TRUDEAU: I don't think Howie Schneider and myself are disagreeing. Basically, we're entertainers; I want to entertain.

SCHNEIDER: The first order of business of the cartoonist is to entertain. You're not going to be able to say anything if people are going to look for a lecture.

100th anniversary

When E&P's auditor waved a hand and asked what they might say about a 100th anniversary for the newspaper comics, Schneider replied, "First of all, it will be on the title page!"

Trudeau thought there would have to be increasing excellence. "They are asking more of a strip now; they don't just read it."

Andriola and Byck thought it would be hard to tell. Byck observed: "You normally say we can do things we couldn't do two years ago. You can say we are going to have more permissive comics, but the fact is I have looked through old comics, particularly the panels, and I find they have had sex gags that we couldn't use two years ago and we don't want to today . . ."

Jackson at one point had said that the biggest single change over the last 25 or 30 years is that while in 1935 the audience was almost the entire American nation, "now you do have a considerable group of people who are very discerning." He added, "I think we have to bear this in mind, and I hope the editors are also bearing this in mind. You don't just write and hope that you are going to hit everybody because the nation is so polarized . . ."

Looking ahead, Jackson declared: "The times, they are a-changing. Whatever happens to the times, I can keep up with it. That goes for everybody in this room."

Washington Star comes out earlier

The *Washington Evening Star* began publishing an early morning edition this week called the Capital Special. It's on sale about 10 a.m., with a 72,000 press run, to compete against the 9 a.m. edition of the *Washington Daily News*.

A former 11 a.m. bulldog edition had a press run of 57,000 copies, divided between street sale and home delivery.

The Star also has revamped its front page makeup with a flashy format and a gossip column by Morris Siegel, who has been a sports columnist.

Trenton prices up

The price of the weekday issues of the *Trenton (N.J.) Evening Times* was raised from 10¢ to 15¢ and the home-delivery rate went from 60¢ to 75¢. The Sunday paper remains at 35¢.

Co-op rules

(Continued from page 92)

vertising help on a proportionally equal basis."

The prohibition on fixed line rate allowances would not "kill co-op", Crimmins said. But he thought it might discourage some manufacturers from using it who have been getting away from the concept of co-op advertising as a deal between the salesman and the store buyer through working directly with the media. Most of these types of programs have in the past, he said, been based on one form or other of fixed line rate.

As for the rule that would require newspapers to list the rebate on monthly invoices as a protection against double billing to the manufacturer, Crimmins said it again goes to show how much in the dark the FTC is about co-op matters.

"First of all, not one newspaper bill in a thousand that is submitted in support of co-op advertising claims is the actual monthly invoice to the retailer covering all ads appearing in that period. Almost all such invoices are simply memo bills issued by the newspaper to the retailer in order to make it possible for him to collect co-op funds from manufacturers who are naive enough to ask for such invoices in their plans."

"Moreover, the problem of double billing," according to Crimmins, "is disappearing in part because many newspapers refuse to issue the memo bills that were used in this fashion in the past, but mainly because so many manufacturers have dropped this requirement from their plans as they found better techniques to being assured that they were being charged the right rates. One of those techniques, of course, was the establishment of fixed line rates."

The FTC in its announcement of the proposed amendments last week said all interested parties are invited to present their written comments on the Guides. The FTC said of particular interest is whether small customers have received notice of their opportunity to participate in cooperative advertising programs, and whether promotional programs were discontinued as a result of the guides, which have been in effect since June 1, 1969.

Comments, the FTC said, should be submitted not later than May 21 to Ernest G. Barnes, assistant director, Bureau of Competition, Federal Trade Commission, 6th and Pennsylvania Ave., N.W. Washington, D. C. 20580.

The Sunday was chosen at random.

A week ago, April 11, Newsfeatures Editor Paul Allerup decided to run a spot check on use of *World Horizons*, UPI's special service for Sunday.

The 14 newspapers were chosen at random.

New York Bureau copy boy Hal Davis was sent over to a Times Square newsstand and told to bring back every out-of-town newspaper on hand. They were:

Baltimore News American	Chicago Sun-Times
Chicago Tribune	Detroit News
Newark News	Newark Star Ledger
Long Island Press	Philadelphia Bulletin
Pittsburgh Press	Providence Journal
St. Louis Post Dispatch	Tampa Tribune
Washington Post	Washington Star

The newspapers had not chosen UPI at random.

Among them they had used 65 *World Horizons* and Newsfeature dispatches emphasizing timeliness and significance in reporting and writing—covering news in the nation, in the world, and in the home, leisure and arts.

World Horizons is available in tape form as it has been for years. It is one of the least expensive, most used Sunday newspaper feature services available anywhere.

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introduced in the House and Senate with the support of a sizeable number of congressmen and senators.

Although the committee agreed that none of the proposed bills was perfect, it contended that passage of national legislation to protect newsmen against forced disclosure of confidential information was imperative.

"The weapon most used against press freedom this year was the subpoena," the committee's report asserted. "Its use reached epidemic proportions. Never has the subpoena been used as irresponsibly and as often against freedom of the press as it has been this year."

Guidelines issued by Attorney General Mitchell on August 10 to govern federal courts and lawyers in issuing subpoenas brought "an immediate return to sanity in the use of subpoenas at the federal level," the committee said, but were not "the ultimate protection needed."

Evidence of the need for protective legislation, the committee declared, was provided by the action of the Staggers Subcommittee in issuing a subpoena to Columbia Broadcasting System calling for "all films, workprints, outtakes, sound tape recordings, written scripts and/or transcripts, prepared, obtained or utilized in whole or in part" in connection with the documentary "The Selling of The Pentagon."

"This kind of summons constitutes censorship—totally unacceptable unconstitutional censorship," Chariman White told the ASNE, adding that "censorship of television is no less evil, no less odious, no more to be tolerated by ASNE than censorship of the print media."

The convention approved by a decisive show of hands a motion by Norman Isaacs, of Columbia University, that the editors let Congress know how indignant ASNE is over the Staggers Committee subpoena. The Society, Isaacs said, would "be derelict" if it did not express its indignation forcefully.

The White Committee reported in detail the actions it has taken during the year in the interest of press freedom. It was critical of the White House because of the limited number of Presidential news conferences during the year.

"There have been far too few for the President to reap regu-

larly the advantage of learning from questions what the people of the nation want to know," the report said. It noted approvingly the White House return to the "traditional and proven nonelectronic press conference in the President's office" and hoped there would be more of them.

The report criticized the Department of Defense for the embargoes on the Son Tay raid and the Laos invasion, charging that the information on those events was "tragically mishandled" but expressing the hope that the Defense Department would learn the basic lesson of public relations that "the best policy is to get the bad news out and over with as quickly as possible."

* * *

In the first public speech he has made as director of the Central Intelligence Agency, Richard Helms told the American Society of Newspaper Editors that the work of the often criticized CIA is necessary to "permit this country to grow on in a fearsome world and to find its way into a better and more peaceful one."

"We are, after all a part of this democracy, and we believe in it," Helms, a former reporter and advertising salesman said. "We would not want to see our work distort its values and its principles. We propose to adapt intelligence to American society, not vice versa."

Helms said that the quality of foreign intelligence available to the United States government in 1971 is better than it has ever been before. He said that the "intelligence community—a name for all of the intelligence assets at the disposal of the United States, comprised the CIA, the Defense Intelligence Agency, the intelligence components of the various armed services, the National Security Agency, the intelligence elements of Department of State and—when appropriate, those of the Federal Bureau of Investigation and the Atomic Energy Commission." All of these agencies are represented on the United States Intelligence Board, chaired by the director of Central Intelligence, not as head of the CIA, but as the principal intelligence adviser to the president and the National Security Council.

"By necessity" Helms said, "intelligence organizations do not publish the extent of their knowledge and they do not challenge criticism of their operations. We answer to those we serve in government."

The CIA, he said, is the only one of the organizations named

"whose primary mission is to collect, evaluate and produce foreign intelligence." But the CIA is the only component of the intelligence community which is "free from responsibilities for the formulation of foreign policy."

"We not only have no stake in policy debates but we cannot take sides," Helms said. "The role of intelligence in policy formation is limited to providing facts—the agreed facts—and the whole known range of facts—relevant to the problem under consideration. Our role extends to the estimative function—the projection of likely developments from the facts—but not to advocacy, or recommendations for one course of action or another."

Helms said that if he should take sides or recommend solutions, "the credibility of the CIA goes out the window."

Helms was once a newspaperman, employed by United Press International, and he cited a difference between the "kindered aims of the intelligence services and the information media." "In a sense," he said, "we are the reverse of a newspaper. The newspaper uses a relatively few collectors and analysts to serve a mass audience; we use a great many to handcraft a special kind of report for a very few."

Helms gave a detailed report of the CIA's part in the Cuban missile crisis of 1962. He cited the agencies success in disproving various reports, such as that light bombers were being stored in a particular cave and that what was reported as a rounded dome covering missiles was actually a relatively new movie theatre in Havana.

"Our intelligence files in Washington, however—thanks to U-2 photography of the Soviet Union and to a number of well-placed and courageous Russians who helped—included a wealth of information on Soviet missile systems. We had descriptions or photographs of the missiles, their transporters and other associated equipment and characteristic sites in the Soviet Union. We knew what to look for.

"Guided by this background, the interrogators were able to sort out from the flood of reports the ones which established the arrival of MRBM and IRBM equipment in Cuba. We were then able to locate the sites under construction and tell President Kennedy the exact scope of the threat."

The CIA's efforts to obtain foreign intelligence in this country, Helms said, "have generated some of the most virulent criticism of the agency. They have led to charges that

the CIA is "a pernicious and pervasive secret government".

The root of the problem of reconciling the security needs of an intelligence service with the basic principles of a democratic society is secrecy, Helms said. If agents are identified and "how much we know" is disclosed, he said, the opposition can "seal off the breach in his defense, roll up the agents, and shut off flow of information."

Helms said that the CIA made it a practice not to answer criticism so he could not give an "easy answer" to those who consider intelligence work incompatible with democratic principles. The nation must "take it on faith that we are honorable men devoted to the service." But "we may often chafe under the criticism we do not answer" although "we understand the difficulties and contradictions of conducting foreign intelligence operations on behalf of a free society."

Gannett purchasing firm names Mullaly

John C. Mullaly, general accountant of Gannett Co., Inc., has been elected vicepresident of Empire Newspaper Supply Corporation and will devote his full time to that Gannett purchasing subsidiary, it was announced by John R. Purcell, vicepresident, finance of Gannett and president of Empire Newspaper Supply.

Mullaly joined the Rochester office of Peat, Marwick, Mitchell & Co. as a staff auditor in 1962 on graduation from St. Bonaventure University. He moved to Schlegel Manufacturing Co. in 1965 as a staff accountant and joined the internal audit staff of Gannett in 1966. He was named general accountant in 1969.

Western ad manager

William McKenna, director of advertising of Scripps-Howard Newspapers, has announced the appointment of J. Gerald Kealy as Western manager of the Chicago office. He succeeds Gregory A. Dembski who has been named business manager of the *Columbus Citizen Journal*.

Reporter out of jail

The Ecuadorian government released Associated Press newsmen Jorge Jurado from prison after holding him four days because of dispatches he wrote about the unsuccessful military rebellion last week. Jurado, 57, is a citizen of Ecuador.

Comics jubilee

(continued from page 17)

New York's Central Park this Fall, a comics quiz, portfolios of signed lithographs, posters, calendars, and television programs, including a CBS comedy special to be broadcast next season. Robert Precht, executive producer for the Ed Sullivan Production Company, in discussing the television program during the council's Spring meeting said it was being planned as a special for a possible series development.

Charles T. Kline of Metropolitan Sunday Newspapers, chairman of the commemorative stamp committee, reported that the request for a stamp had been turned down in February but would be resubmitted to the Post Office and hopefully endorsement and support will come from throughout the industry.

A Diamond Jubilee folder prepared by the committee was distributed at the meeting during which other initial reports were made by committee workers, including: Carl F. Schmidt, Metropolitan Sunday Newspapers, on a school project with ANPA; Toni Mendez of the executive committee, on book projects, television, park festivals, and conferences; Arthur Laro, Chicago Tribune-New York News Syndicate, finances and Monroe B. Scharff, public relations counsel for the celebration.

In a new development this week, Toni Mendez reported that there will be a 75th anniversary cartoon book with G. P. Putnam Sons as publisher.

The steering committee for the jubilee in addition to Andriola, includes: Sylvan Byck, King Features Syndicate; I. William Hill, *Washington Star*; Charles T. Kline, Metropolitan Sunday Newspapers; Bruce G. McCauley, *New York News*; Toni Mendez, Toni Mendez Inc.; Howie Schneider, "Eek & Meek",



GETTING READY COAST TO COAST—Alfred Andriola (left), chairman of the Diamond Jubilee of Newspaper Comics, gets enthusiastic reporting from his regional committee chairmen: Harold Williams, Baltimore Sun, David Rimmel Cleveland Plain Dealer, and Milton Caniff.

and Richard Sherry, Publishers-Hall Syndicate.

Committee chairmen are: Books, Toni Mendez; commemorative stamp, Charles T. Kline; contest, William P. Steven, *Chicago Daily News*; exhibits, Howie Schneider; finance, Arthur Laro, Chicago Tribune-New York News Syndicate; industry organizations, I. William Hill; international conference, Lee Falk, "Mandrake The Magician" and "The Phantom"; publications and design, Thomas Peoples, Newspaper Enterprise Association.

Regional committees are: Central — David Rimmel, *Cleveland Plain Dealer*, chairman; Don Allen, National Newspaper Syndicate; Joseph A. Burns, *Chicago Tribune*; Chester Gould, "Dick Tracy"; Allen Saunders, "Mary Worth" and "Steve Roper."

Southern—Harold Williams, *Baltimore Sun*, chairman; Roy Crane, "Buz Sawyer"; George W. Healy, Jr., *New Orleans Times-Picayune*; Tom Kline, *Orlando Sentinel*, and Richard Moores, "Gasoline Alley."

Western — Milton Caniff, "Steve Canyon"; Alex DeBakcsy, *San Diego Union and Tribune*; Bill Keane, "Family Circus" and "Channel Chuckles" and Charles M. Schulz, "Peanuts."



TIME OUT TO READ THE FUNNIES—From left, Jerry Robinson, "Flubs & Fluffs" and "Still Life"; Howie Schneider, "Eek & Meek"; Lee Falk, "Mandrake The Magician" and "The Phantom," and Ted Shearer, "Quincy." (Craig Tomkinson photos for E&P.)

EDITOR & PUBLISHER for April 17, 1971

Nominations for Reuben awards

The annual Reuben Awards dinner of the National Cartoonists Society Tuesday, at the Plaza Hotel in New York City is being dedicated to "the memory and genius" of Rube Goldberg, first president of the organization.

The Reuben Award winner is picked from among all nominees.

Nominated for awards are: Advertising and illustration — Irwin Kaplan, Roy Doty, Roland Michaud.

Comic books—humor: Henry Boltinoff, Bob Gustafson, and Frank Johnson.

Comic books — story: Tom Gill, Frank Springer, Curt Swan.

Editorial cartoons: Dick Hodgins Jr. *New York Daily News*; Karl Hubenthal, *Los Angeles Herald-Examiner*; Herblock, *Washington Post*; John Milt Morris, Associated Press.

Comic strips—humor: Bud Blake, "Tiger"; Brant Parker, "Wizard of Id"; Tom K. Ryan, "Tumbleweeds".

Special features: Al Jaffee, *Mad Magazine* fold-in; Jim Berry, "Berry's World Visits"; Bill Holman, "Smoky Stover".

Sports cartoonists: Bill Gallo, *New York Daily News*; Murray Olderman, NEA; Karl Hubenthal, *Los Angeles Herald-Examiner*.

Comics strip—story: Alfred Andriola, "Kerry Drake"; Frank Robbins, "Johnny Hazard"; Stan Drake, "The Heart of Juliet Jones"; John Cullen, "Big Ben Bolt."

Syndicated panels: Jim Berry, "Berry's World"; Bill Keane, "Family Circus"; Jack Tippit, "Amy".

Magazine cartoonists: Don Orehek, John Gallagher, and Chon Day.

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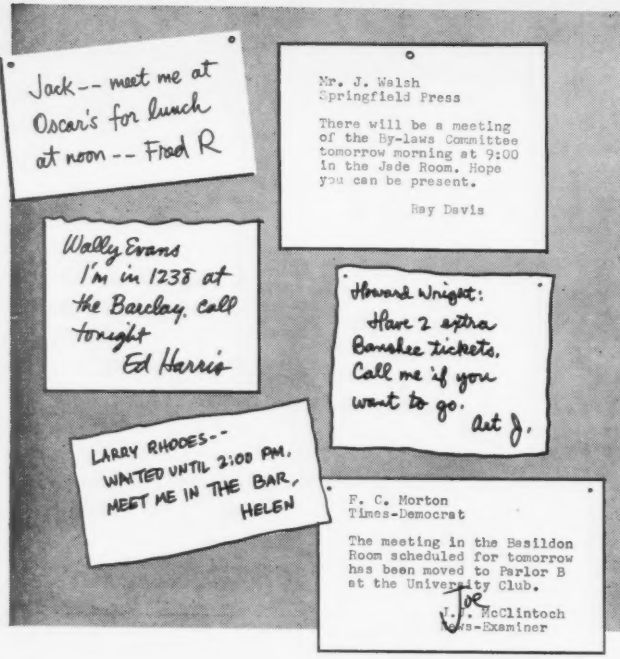
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THE BOSLEYS W/S
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A bulletin board will be provided so you can leave messages for your friends and other delegates.

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Wall Street

(continued from page 21)

from: 1. favorable demographic trends in age composition, income and educational levels and population concentration into urban areas; 2. slackening of the growth rate of television; and 3. an increased share of national advertising.

Some experts believe that newspaper stocks are the stocks *par excellence* to be recommended to mutual funds, banks, pension funds, insurance companies, and generally speaking to institutions with long-term plans. (A block of 84,000 shares of New York Times stock was sold recently at \$28 a share, reportedly to an institutional investor.

"Though newspaper stocks have commanded premium multiples for most of their brief history, they are now selling at an average multiple just a shade above the Dow Jones Industrials," wrote Dirks in a special report to 2,000 financial institutions last October. But he added: "the newspapers deserve higher multiples not merely for short-term reasons. Their fundamentals are sound."

And here are some of them, according to the Dirks report:

- Proven earnings performance. Growth rates averaged 15% a year the past five years, and the companies should grow at least 12% a year for the next five years;

- Sound balance sheets. Cash and equivalents equal 89% of current liabilities, against 18% for industry at large. Debt levels are quite low;

- Indispensability. They provide a low-priced product regarded as a necessity by most Americans;

- Dominance in their market areas. Only 65 cities have two competing newspaper ownerships;

- Absence of Government regulation. Unlike the broadcasting media, newspapers fear no interference from Washington;

- Better-than-average market areas. Take 100 largest U. S. metropolitan areas and measure their percentage increase in population from 1960 to 1968. Publicly-owned newspaper companies operate papers in 16 of the top 50 markets and in just six of the lower 50.

Noble, who also recommends investments in newspaper stocks, sets the following criteria before making specific selections.

- Uniqueness. For example, preference should be given to the only newspaper in a city;

- Good demographics. It should serve a growing and affluent community;

- Social utility. The publication is in a stronger position today if it performs a socially useful service;

- Good employee relations. Costs rise faster in union operations and strikes could be damaging;

- Favorable financial structure. This criterion includes a reasonably good float.

On the basis of criteria like the above, Noble says: "I would prefer to pay 20 times projected earnings, capitalizing a reasonable 10 percent earnings growth projection."

Dirks believes that in normal times newspaper stocks will sell at a multiple of about 20 if the Dow Jones Industrials are selling at 15."

Standard & Poor's Industry Surveys also assert that "prospects for the newspaper field remain bright."

Past week's range of stock prices

(NEW YORK STOCK EXCHANGE)		
Berkey Photo	4/6	4/14
Boise Cascade	42 3/4	43 1/8
Capital Cities Bdcstg.	43	44 1/4
Cowles Communications	107 1/2	113 3/4
Crown Zellerbach	31 3/4	32 1/2
Cutler Hammer	34 1/2	35 1/2
Dayco Corp.	19 1/2	19 1/2
Digital Equipment	65	68 1/2
Eastman Kodak	79	79
Eltra Corp.	27 1/4	28 1/4
Fairchild Camera	42 1/4	40
Foote, Cone, Belding	9 1/2	9 3/4
Gannett Co.	45 1/2	45 5/8
Georgia Pacific	55 1/2	55 3/4
Great Northern Nekoska	47 3/4	45 1/2
Harris Intertype	68	67
Inmont	10 1/2	12
International Paper	35	35 3/8
Kimberly Clark	32 1/2	29 1/2
Knight Newspapers	55 3/4	57 1/8
North American Rockwell	24 1/2	25 1/2
Republic Corp.	8 3/4	8 1/2
Richardson Co.	15 1/2	15
Singer	73	72 3/4
J. W. Thompson	48 1/2	48 1/2
Time Inc.	51 3/4	51
Times Mirror	46 1/2	46 1/2
White Consolidated	23 1/2	22 3/4

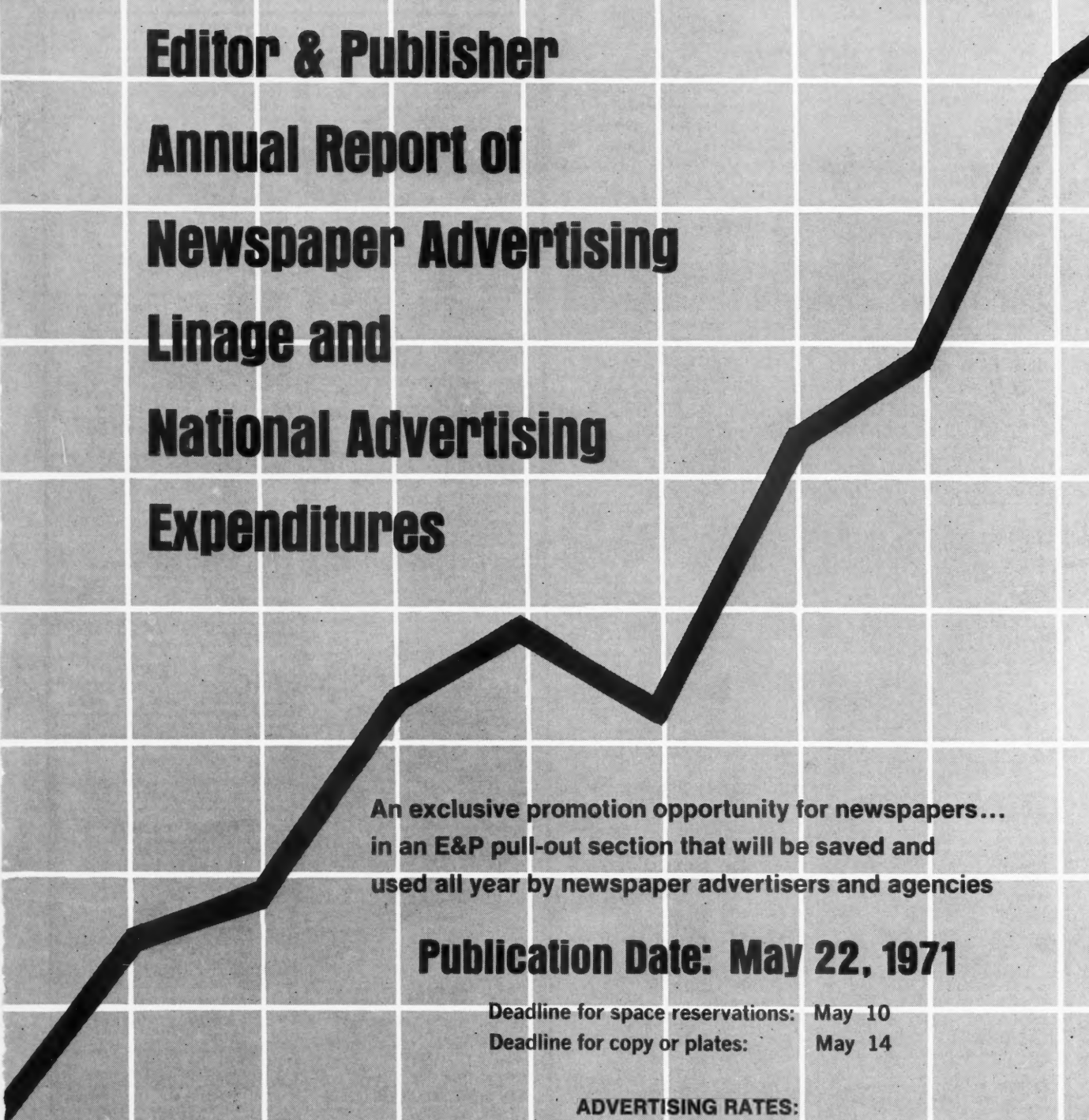
(AMERICAN STOCK EXCHANGE)		
Domtar	13 1/2	14 1/2
Ehrenreich Photo	12 1/2	13 3/4
Lee Enterprises	25 1/4	26 1/4
Media General	39 3/4	39 1/2
Milgo Electronics	19 3/4	19 1/2
New York Times	28 1/4	28 1/2
PKL	4 1/2	4 3/8
Southwest Forest Ind.	26 1/2	24 1/2
Wells, Rich, Greene	22 1/2	22 1/4
Wood Industries	23 1/2	22 3/4

(OVER THE COUNTER)		
Booth Newspapers	36 1/2	36
Boston Herald-Traveler	23	23 1/2
Cincinnati Enquirer	37	37
ComCorp.	7 1/4	6 1/2
Compugraphic Corp.	18	17 1/2
Compuscan	12	12 1/2
Datascan	4 1/4	5 1/2
Dow Jones	47 1/2	46 3/4
Doyle, Dane, Bernbach	24	23 1/2
Federated Publications	30 1/2	42 1/2
Grey Advertising	12 1/2	13 3/8
Hurleston	4 3/4	4 1/2
Interpublic Group	—	21 3/4
Multimedia	25	27
Ogilvy, Mather	31	30 3/4
Photon	10 1/2	11
Post Corp. (Wisc.)	11 1/2	12
Ridder Pubs.	18 1/4	19 1/2

(CANADIAN EXCHANGE)		
Abitibi	6 1/2	7
B.C. Forest	24 1/2	24 3/4
Great Lakes Paper	17 1/2	17 1/2
MacMillan, Bloedel	26 1/2	26 3/4
Southern Press	59 1/4	58 3/4
Thomson Newspapers	26	27 1/2

EDITOR & PUBLISHER for April 17, 1971

Editor & Publisher Annual Report of Newspaper Advertising Linage and National Advertising Expenditures



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Jack Simms named to AP sports post

Three Associated Press executive appointments have been announced by general manager Wes Gallagher.

Jack Simms, chief of bureau at Boston, will become deputy general sports editor and James M. Ragsdale will succeed Simms as head of AP operations in New England.

Simms will be the top assistant to general sports editor Robert H. Johnson Jr. in the

administration and operation of the national sports service. Murray Rose continues as sports projects editor. Simms, 44, had been chief of bureau for AP for New England since June, 1965.

Ragsdale, 32, who had been in charge of AP operations in West Virginia, will now be responsible for operations in five New England states. He will be succeeded at Charleston by Thomas C. Briley, 32, who has been in Pittsburgh.

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EDITOR & PUBLISHER for April 17, 1971

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INLAND NEWSPAPER MACHINERY CORP.

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GOSS MARK I
HEADLINER PRESS
Mfg. 1956

- 12 Units
- 5 Half Decks
- 23 1/2" Cutoff
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- 2 Double Folders
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- Skip Slitters
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(816) 221-9060

GOSS HEADLINER
4-Units, two color cylinders, paper rolls on each end—22 1/2" cut-off—50,000 per hour, A.C. unit drives.
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CLASSIFIED
Advertising Rates
"POSITIONS WANTED"
(Payable with order)

- 4-weeks \$1.10 per line, per issue
- 3-weeks \$1.20 per line, per issue
- 2-weeks \$1.30 per line, per issue
- 1-week \$1.40 per line.

Count 5 average words per line or 38 characters and/or spaces
3 lines minimum
(No abbreviations)
Add 50c for box service
Air-mail service on box numbers also available at \$1.00 extra.

"ALL OTHER CLASSIFICATIONS"
(Remittance should accompany classified copy when submitted for publication unless credit has been established.

- 4-weeks \$1.60 per line, per issue
- 3-weeks \$1.70 per line, per issue
- 2-weeks \$1.80 per line, per issue
- 1-week \$1.90 per line.

Count 5 average words per line or 38 characters and/or spaces
3 lines minimum
(No abbreviations)
Add 50c for box service
Air-mail service on box numbers also available at \$1.00 extra.

DISPLAY—CLASSIFIED

The use of borders, boldface type, cuts or other decorations, changes your classified ad to display. The rate for display-classified is \$3.45 per agate line—\$48.30 per column inch minimum space.

WEEKLY CLOSING TIME
Tuesday, 4:30 PM

Box numbers, which are mailed each day as they are received, are valid for 1-year.

Editor & Publisher

850 Third Ave., N.Y., N.Y. 10022
Ph: (AC 212) PL 2-7050

MACHINERY & SUPPLIES
PRESSES & MACHINERY

4-UNIT COTTRELL V-22 combination folder; 2-unit 22 1/2 x 36" roll-fed press with sheet, ideal for commercial work or small weekly; Royal Zenith 30"—in excellent condition; Baum Folder, 26 x 40, Volkmuth Printers, Box 1007, St. Cloud, Minn.—56301.

GOSS (DUPLEX) TUBULAR PRESS
24 pgs. 3 deck—25,000 pp/hr. 22 1/2" cut-off. Balloon Former, 60/5 H.P., Cline drive slitter and reverse cylinder added in 1957 when new eight page top deck was installed. Excellent condition. Available as whole or as parts. Plus complete Stereo equipment.

R.D. BORGSTADT & ASSOCIATES
5819 South Honore Street
Chicago, Illinois—60636
Ph: (312) 436-5400

STEREOTYPE EQUIPMENT

MAN PLATE CASTER
Casts excellent 22 1/2" cut-off plates
See in operation. Available now!
Phone Bob Terry (213) 625-2345
LOS ANGELES (CALIF.) TIMES

AVAILABLE NOW
For 21 1/2" Cut-off
Excellent Condition

2 **GOSS PLATE PERFECTORS** (complete with Wood Pony Autoplate)—with attached pocket millers, Mfg. 1956.

STA-HI Twin Plate Router
STA-HI Single Plate Router
6-TON GAS KEMP FURNACE
For Full Details
Call, Write or Wire

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MACHINERY CORPORATION

1720 Cherry Street
Kansas City, Mo. 64108
(816) 221-9060
Cable Address: INLANDINT

WANTED TO BUY

USED GOSS SUBURBAN PRESS UNITS
4 units, with or without folder. Must have sidelay and circumferential register controls. Please contact: John Stafford, Printco, Inc., 109 North Lafayette St., Greenville, Mich.—48838. Ph: (616) 754-3673.

GOSS URBANITE UNITS, 22 1/2" cut-off, 36" width, manufactured 1967 or later. Box 501, Editor & Publisher.

LINO MATS—1 or 2 fonts 10A49. Law Italic. Please contact Howard Kopp, 613 Craig Ave., Paramus, N. J. 07652 or call 201-445-1390.

COMPUGRAPHIC, Model #2971. Write or phone stating age, condition, price desired, etc. H. J. Lally, The Westport News, Westport, Conn.—06880. Ph: (201) 226-6311.

HELP WANTED
ACADEMIC

GRADUATE SCHOOL? Fellowships open for professional journalists who want to work on a Masters' Degree in journalism, beginning late August 1971. Applicants must first apply and be accepted for Graduate School by writing Dean of Graduate School. No consideration will be given to persons not first accepted by Graduate School. Once accepted, apply for fellowships by writing Director of Public Information & Publications, Box 5128, North Texas State University, Denton, Texas 76203. At least two fellowships open for writers in university's Public Information Office, and fellowships available for teaching and laboratory reporting and copyreading duties in Journalism Department. Furnish three references with application. Application deadline May 15. Salary depends on work load.

HELP WANTED
ACADEMIC

WE NEED THREE J-PROFESSORS
One position open Sept. 1 to December 31, 1971, to replace man on sabbatical; will teach Magazine Article course, plus one other. Full-time position, teaching Advanced Reporting, Editing, and history courses; 9-month contract with summer school teaching opportunity. One year replacement, with possibility of evolving into full-time position, to teach Basic Reporting, Advertising, Typography, and serve as advisor to student newspaper; 9-month contract. Master's degree plus two years solid newspaper experience required for all three (3) jobs. Rank and salary negotiable. Write: Jerry Reinwand, Head, Department of Journalism, University of Alaska, College, Alaska 99701.

ADMINISTRATIVE

GENERAL MANAGER for widely accepted 25,000 offset Michigan weekly. Suburban rule areas in the paths of fast progress. Background in all departments a must. Excellent challenging opportunity. Box 534, Editor & Publisher.

EXCITING NEW POSITION calls for top-calibre person with strong promotional and/or sales background. One-state travel area. Capital city home office. Must like people; be creative yet ambitious. Generous base + bonus. Zone 5. Box 500, Editor & Publisher.

GENERAL MANAGER, assistant general manager, business manager, and controller, for group of Zone 2 dailies. Full resumes and references, please. State position you seek. Box 562, Editor & Publisher.

WORKING PARTNERS — Growing group needs talent (editors, managers, publishers). Several properties in eight Areas 3 and 4. Unlimited potential and opportunity for ownership. Write N.J. Babb, Community Newspapers, Inc., P. O. Box 1777, Spartanburg, S.C.—29301.

PUBLISHER for small daily in West, with both news and advertising background preferred. Community involvement a must. We'll pay for hard work, dedication. Write Box 452, Editor & Publisher.

CIRCULATION

CIRCULATION MANAGER for suburban daily in Chart Area 2. Must be fully familiar with carrier operations and promotion and the management of the department. Send resumé to Box 545, Editor & Publisher.

EXPANSION PROGRAM needs two area managers; morning experience. **HERE IS OPPORTUNITY!** Complete resumés, salary expected in first letter, please. Box 530, Editor & Publisher.

CIRCULATION MANAGER for Zone 2 daily. Send resumé, references and salary requirements. Box 554, Editor & Publisher.

CIRCULATION MANAGER wanted for Zone 1 metro weekly with 70,000 circulation. Replies should include complete resumé and salary requirement. Box 533, Editor & Publisher.

CIRCULATION WIZARD

We're proud of the circulation gains we've made but there is much more to be accomplished. If you have supervisory experience, have been a successful district manager and not afraid to roll up your sleeves and be rewarded for your efforts, we'd like to consider you for a recent vacancy. Salary open. Benefits include medical and life insurance, liberal vacation, sick pay and paid moving expenses.

If you're looking for the opportunity to advance, we have the challenge that will give you top credentials in circulation. Reply in confidence, include brief resumé with salary history. You'll hear from us promptly. Box 566, Editor & Publisher.

HELP WANTED
CIRCULATION

CM CHALLENGE AVAILABLE
7-day operation, Zone 5. We are offering future advancement for hard work and increased profits. Give us your whole story on first reply—confidential —to Box 618, Editor & Publisher.

CLASSIFIED ADVERTISING

EXPERIENCED CAM

If you are experienced in all phases of classified and are prepared to step into a leadership role, then we have an opportunity for you on our fast-moving, hard-selling 400,000 daily and Sunday. Chart Area 2. Must be able to manage large, established staff, and have strong record in sales planning and training. This is a career position with excellent future. All benefits. Send resumé to Box 555, Editor & Publisher.

CLASSIFIED MANAGER for Zone 2 daily. Complete resumé and references with salary sought. Box 559, Editor & Publisher.

DISPLAY ADVERTISING

EXPERIENCED PERSON who prefers opportunity in small, lively Northern Indiana town to big city problems. Send resumé to Box 125, Editor & Publisher.

PROGRESSIVE N.E. PENNA. offset weekly group—now expanding sales team—seeks salesmen for leadership positions. Write, sending resumé directly to William Scranton, III, President, Greenstreet News Co., 41 Lehman Ave., Dallas, Pa.—18612.

ADVERTISING MANAGER — Aggressive, creative person with proven ability to flex with 28,000 circulation rapid growth weekly. Excellent future. Zone 5. Box 540, Editor & Publisher.

ADVERTISING DIRECTOR to head California group advertising operations. Professional organization seeks professional director or No. 2 man. Write P.O. Box 5166, Walnut Creek, Calif.—94596

HAVE OPENING for aggressive ad salesman for 5-day daily and Sunday in a city of 29,000. Clovis is the cattle capital of the Great Southwest—home of Carson Air Force Base and Divisional Point for Santa Fe Railroad. If interested, write in full to R. E. Lea, Advertising Dir., The Clovis News-Journal, P.O. Box 1689, Clovis, N.M.—88101.

EXPERIENCED BUT HELD BACK? We're looking for a newspaper adman who has the go-power but no place to go. We're a 21,500 daily, part of a profit-sharing company which owns (as of April 5) 10 other papers in Florida, Arizona and Maryland. Must be able to sell, think, lay out and advance. Good salary, clean air, low living cost. Contact Jim Tomey, Delaware State News, P.O. Box 737, Dover, Del.—19901. Ph: (302) 674-3600. Job hoppers need not apply.

ADVERTISING MANAGER for stable, well-established daily in Zone 1. Competitive market with unusual problems requires seasoned person who is energetic, innovative, with a record of achievement to sell top accounts. Involvement in community affairs important. Experience in newspaper advertising management mandatory. Send resumé outlining experience, education, references and salary requirements to Box 560, Editor & Publisher.

PRIZE-WINNING, large Central New Jersey weekly needs advertising space salesman. Growth requires additional help; some experience desirable. Write in confidence to Box 557, Editor & Publisher.

ADVERTISING MANAGER for growing group of 3 Northern New Jersey community weekly newspapers. Responsible individual who has experience or wants it is key to success. Must be able to develop accounts, lead, attain objectives, know layout and promotion. Good position for one who wants a stable, growing company. Box 542, Editor & Publisher.

HELP WANTED

DISPLAY ADVERTISING

NEED FRESH IDEAS, new energy to pep up our advertising department. Want well-disciplined person to help our merchants in progressive 8,000 city, 20,000 market, advertise effectively in Zone 7 daily. Box 525, Editor & Publisher.

ADVERTISING MANAGER for daily in Zone 2. Please send resume, references and salary requirements. Box 552, Editor & Publisher.

EDITORIAL

WANT A BETTER JOB?

Journalism placement assistance available—all departments. Sell us on yourself with full resume, samples, references. Free 2-month registration. We evaluate, recommend to employers seeking top personnel, Journalism Talent Bank, P.O. Box 785, Brenterton, Wash.

CREATIVE NEWSMEN

We're looking for city editor-news editor talent. Afternoon and Sunday medium-sized, Zone 5. We'll match our high standards and modern newspapering techniques against the best. Excellent opportunity. Send resume, references, salary and samples, to Box 535, Editor & Publisher.

HELP WANTED

EDITORIAL

EDITORIAL WRITER — Opportunity for experienced person to write editorials, interpretive news, and assume responsibility for editorial page.

COPY EDITOR needed to sharply edit local and wire copy, write accurate, lively heads, and lay out pages.

BOTH POSITIONS offer competitive salary and all company benefits such as hospitalization and major medical insurance for staffer and dependents, life insurance, profit-sharing and vacations.

OUR AFTERNOON OFFSET DAILY with 16,700 circulation is located in an ideal geographic location offering a pleasant mix of rural and urban. We have good year-round climate and favorable tax situation.

WRITE OR 'PHONE Robert Cathcart, or Roger Sovde, Evening Herald, P.O. Box 711, Rock Hill, S.C.—29730. Ph: (AC 803) 327-7161.

LARGE WEST COAST PM has openings for journeymen reporters. Speed, accuracy, writing ability a must; investigative experience helpful; also opening on desk for better-than-average copy editor. Top pay—excellent benefits. Box 460, Editor & Publisher.

RETIREMENT bell is opening general news reporter and copy desk jobs for experienced newsmen and bright, new J-grads on modern Zone 3 morning where quality work is expected and rewarded. Box 494, Editor & Publisher.

HELP WANTED

EDITORIAL

EDITOR

The Catholic Review, Maryland's largest weekly newspaper and winner of many awards for excellence, has a June opening for a highly qualified managing editor capable of supervising all departments. ABC circulation about 70,000, averaging about 20 pages weekly. Modern offices in downtown Baltimore. Applicants should write fully to: Selection Committee, The Catholic Review, P.O. Box 777, Baltimore, Md.—21203.

CITY EDITOR for county-seat A.M. daily. Opportunity for person who understands newsroom management; desk experience preferred but not necessary if applicant has had close contact with this type of work. Send resume and salary requirements to Henry B. Reiley, Jr., P.O. Box 613, Somerset, Pa.—15501.

WE WANT A WOMAN . . .

Lively Zone 2 p.m.-Sunday wants assistant women's editor to help produce prize-winning section. She should have good news judgment and experience in directing a staff, laying out pages and reporting. Send resume and salary requirements to Box 515, Editor & Publisher.

SPORTS LAYOUT

Florida's largest and best P.M. sports department seeks an aggressive, alert individual with a flair for award-winning layout. Resume, references and salary to Managing Editor, Fort Lauderdale News, Box 131, Ft. Lauderdale, Fla.—33302.

NATIONWIDE GROUP. Daily Newspapers. Opportunities, all phases, editorial operations. Send resume, desires. Box 496, Editor & Publisher.

SOUTHWEST AFTERNOON PAPER in city of 35,000 has need of police-court reporter and photographer. Going offset in July. Write: Editor, Roswell Daily Record, Roswell, N.M.—88201.

HELP WANTED

EDITORIAL

How Many Pebbles On Your Beach?

We're looking for the newsmen who stands head and shoulders above the average reporter. He'll be the No. 1 writer on an aggressive, thorough reportorial staff. Right now he's employed, hung up on people, up tight with mundane assignments and is looking for the excitement this business promised when he was graduated from college. He'll also jump at the chance to talk with us about the kind of job he's always wanted—and which his experience proves he can handle. Average guys need not apply. Tom Mezick, Managing Ed., Sandusky Register, Sandusky, Ohio—44870.

FLORIDA P.M. DAILY seeks city editor. Florida background desired but not required. Respond to Box 564, Editor & Publisher.

SUNDAY EDITOR

Well-established AP afternoon daily, with Sunday edition, has opening for Sunday Editor. This is not a full-time desk job but requires some reporting and feature writing. Salary in range of \$6,000 to \$8,000, depending upon qualifications. Salary increases are given regularly for demonstrated ability and tenure. Will consider experienced reporter who wants to move up. Submit complete resume. Replies confidential, Box 558, Editor & Publisher.

UNDER 30 OR OVER 30, IT'S NOT IMPORTANT.

But you must be mature, enthusiastic, and prepared by experience to fill the shoes of a top-flight veteran reporter. We're an Area 2 morning daily with one of our most attractive writing positions now open. It requires a person who performs consistently above-average. Write promptly for details. Send resume and clippings of typical work to Box 565, Editor & Publisher.

CLASSIFIED ADVERTISING

Order Blank

Name _____

Address _____

City _____

State _____ Zip Code _____

Authorized by _____

Classification _____

Copy _____

Assign a box number and mail my replies daily

To Run: _____ Weeks _____ Till Forbidden

Mail to: _____

EDITOR & PUBLISHER • 850 Third Avenue • New York, New York 10022

UNUSUAL OPPORTUNITY FOR AN

EDITOR AND ASSISTANT EDITOR

MAJOR CORPORATION EMPLOYEE MAGAZINE

Candidates should have solid magazine editing and writing experience, possibly in the house magazine field, but preferably in the general magazine field. They should possess great imagination, taste, and editorial integrity—and a feel for the character of this slick, four-color, award-winning magazine.

The editor should be adept in planning, scheduling, assigning stories and photography, editing copy, and supervising the production and distribution. The assistant should be of the same stripe, but also able to handle a heavy load of reporting and writing.

Excellent starting salaries and outstanding fringe benefits.

Candidate should be prepared to relocate outside the New York Area in the near future.

Send complete resume or write to

Box 269-B, 20 West 43 St., N.Y.C. 10036

An equal opportunity employer

HELP WANTED

MARK-UP

EXPERIENCED MARK-UP and supervisor of computerized phototypesetting department southern New England. Unusual opportunity for qualified person. Resumé and salary to Box 446, Editor & Publisher.

OPERATORS-MACHINISTS

PHOTON OPERATOR/MAINTENANCE for large rotary offset plant in Southern Calif. Must be experienced 200-B operator with basic mechanical and theory knowledge of the 200-B. Write or call: Ted Premer (213) 564-5971 at Metroweb Press, 5141 Firestone Place, South Gate, Calif.—90280.

MACHINIST to maintain 6 Linotypes, TTS and small computer in So. California; semi-weekly days. Excellent benefits. Write Box 235, Editor & Publisher, giving background and references.

OPERATOR with floor experience; old, established 6-person job shop; excellent equipment. Top wages, hospitalization, insurance and retirement. Ideal climate. Advancement opportunity. Roswell Printing Co., Roswell, N.M.

LINOTYPE MACHINIST—Must be capable of maintaining 3 Linotypes and 2 Elektrons; also 3 Fairchild Perforators. Wonderful opportunity for qualified person. Union shop. Write Box 478, Utica, N.Y.—13503.

WANTED: Experienced, sober Linotype operator for advertising machine. Central Penna. daily. Good wages and benefits. Open shop. Send resumé to Box 335, Editor & Publisher.

PHOTOGRAPHY

CHIEF PHOTOGRAPHER wanted for medium-sized daily and Sunday in Midwest. Responsible for supervision and development of 4-man staff. Good applicant would have extensive photo editing experience and ability to handle staff. Salary to \$10,500. Send resumé to Box 550, Editor & Publisher. We'll ask for photographs later.

PRESSMEN-STEREOTYPERS

LP FOREMAN AND ASSISTANT Two-man team capable of molding present group into a smooth, functioning crew. Brand new air-conditioned pressroom with latest designed hi-speed press. Union shop; company benefits; well-established morning newspaper. Will pay relocation expenses. Chart Area 2. Give complete resumé experience, salary requirements. Box 333, Editor & Publisher.

THOROUGHLY EXPERIENCED Urbanite pressman. New five units. Permanent. References. John Gibson (601) 335-1155, Greenville, Miss.

OFFSET PRESSMEN, experienced on Goss Urbanite, Suburban, or similar. High wages—many fringe benefits. Good opportunity with fast-growing organization. Write: General Mgr., Allied Ptg. Corp., 183 William St., Englewood, N.J.—07631.

A YOUNG, AGGRESSIVE PERSON is needed in Zone 1 who is experienced in both letterpress and stereo production for small daily. Please send complete resumé and salary requirements to Box 548, Editor & Publisher.

PRINTERS

\$300-PER-WEEK and substantial pension and other fringes for Composing Room Foreman acquainted with cold type computerized operation (ITU), who has the fortitude to get the job done. Seven-day, evening and Sunday, located East Chart Area 5. Send resumé containing record of past performance and availability date to Box 311, Editor & Publisher.

HELP WANTED

PRINTERS

A SOUTHERN NEWSPAPER in the 40,000 circulation class will need a new Composing Room Foreman effective August 1, 1971. Now hot metal, but will convert to cold-type within the next two years. All benefits, including insurance, sick leave, life insurance, pension, etc. Good town, with good educational facilities, including colleges, near the waterfront. Reason for this opening: present Composing Room Foreman retiring. Box 424, Editor & Publisher.

EXPERIENCED PRINTER to take charge of small job printing shop. LP and offset operation. Must be able to handle Linotype, Ludlow, hand composition, mark-up, press work, estimating and pricing. Write full details to Publisher:

MONROE EVENING TIMES
P.O. Box 59, Monroe, Wis.—53566

COMPOSING ROOM FOREMAN—Enjoy happy living in pollution-free resort community, growing morning daily, Zone 2. Good fringe benefits and security for the one who can manage and produce. Resumé and salary to Box 353, Editor & Publisher.

MEDIUM-SIZED DAILY needs a composing room foreman familiar with cold-type and computer operations. Send resumé of qualifications, experience, and background to Box 152, Editor & Publisher.

COMPOSING ROOM FOREMAN Knowledgeable in hot lead composition; experience in labor management under ITU contract. Attractive salary and better-than-average fringe benefits. Strategically located in Eastern Ohio. Write giving details to Box 506, Editor & Publisher.

PRODUCTION

PRODUCTION DIRECTOR

A Real Challenge

Here's an excellent opportunity to grow with a growing newspaper organization. Immediate opening for a newspaperman with extensive composing room experience. Must know hot metal and photocomp production. Prefer 'take charge' guy who can improve production output of composing room. Responsible for all mechanical departments and be on management negotiating team. Medium size daily and Sunday located in nice area of New England. Newspaper will convert to photocomp and offset production in approximately five years. Salary open. *An Ottawa Newspaper*. Write: G. Everett Hill, Business Mgr., The Standard-Times, 555 Pleasant St., New Bedford, Mass.—02742.

NEWSPAPER & COMMERCIAL
PHOTOCOMP
FOREMAN

to take charge of Michigan's most modern computerized shop. We want a MAN who has experience with computerized cold type composition, Photons, Compugraphic, IBM 1130, in addition to production planning and cost analysis. Some working knowledge of camera and prep room procedures would be helpful. If you're interested in advancing with a young, aggressive organization that will let you experiment and back you all the way, we have a position for you. We want a man who will do what it takes to get the job done and accept the challenge of developing the finest Photocomp operation in the country. We offer a full benefit package, the tools to accomplish your goals and a darn good compensation plan. Call or write Mr. Javit, Observer Newspapers, Inc., 36251 Schoolcraft, Livonia, Michigan (48150) A/C 313 261-8600.

HELP WANTED

PUBLIC RELATIONS

INFORMATION SPECIALIST—Minimum of college graduation with public relations, advertising or English degree and some writing experience. Must be a self-starter. Salary, \$6,950. Send resumé to Director of Personnel, P.O. Box 17074, Pottsburg Station, Jacksonville, Fla.—32216. An Equal Opportunity Employer.

INDEPENDENT, CONSERVATIVE, coded, liberal arts college, Zone 5, with proud history, distinguished record, seeks news bureau director with energy and ability. Send 3 references, sample, resumé, salary requirements. Box 462, Editor & Publisher.

POSITIONS WANTED

ACADEMIC

JOURNALISM PROFESSOR Specialist in journalism's social psychology and professional ethics, now asking Ph.D. to qualifications that include 15 years as professional newsman and 8 years teaching 17 courses—advanced reporting, Urban Problems, Journalism Law, Newspaper Editorial Operations, Press and Society, etc.—both graduate and undergraduate. Seeking greater challenge and chance to develop new approaches to teaching, research and public service in position involving administrative responsibilities. Write to Box 551, Editor & Publisher.

ADMINISTRATIVE

GENERAL MANAGER Thorough knowledge of cold-type and offset operation. Experienced in budgeting and cost controls, to make company operate profitable. Can set up aggressive advertising program to increase sales and lineage. Box 510, Editor & Publisher.

PUBLISHER OR GENERAL MANAGER

Experienced all phases of operation including all unions; financial, management and production expert. Active work as publisher, general manager, ad director, business manager, circulation manager, editor. Well known, all confidences kept, best of references. Metropolitan—large and medium dailies. Best of reasons for change. Available ANPA interview. Box 539, Editor & Publisher.

CIRCULATION

CIRCULATION MANAGER available; experienced; college graduate; steady; reasonable. Area 6, 5, 7, 3. Box 439, Editor & Publisher.

20 YEARS' in circulation; desire dealership, district manager, or circulation manager's position. Living in California. Good promoter. Box 441, Editor & Publisher.

NATIVE VIRGINIAN wishes to return South. Over 20 years' as top promoter on Coast-to-Coast chain, and circulation manager of large Northern daily. Your chance to benefit from my experience and energy for the next six years until my retirement. Salary not prime consideration. Available for interview at New York Publishers' meeting. Write Box 448, Editor & Publisher.

PROFESSIONAL CM with excellent record and best of references seeking new position. Box 459, Editor & Publisher.

EXPERIENCED, QUALIFIED CM with background in all phases of daily and Sunday operation seeking new position. Available for interview at ANPA meeting. Ph: (419) 529-5005.

CLASSIFIED ADVERTISING

YOUNG CLASSIFIED PROFESSIONAL seeks position on challenging daily. Now employed by large metro daily; also 4 years' as CAM of daily with 18,000 circulation. Will consider position as No. 2 on metro. Willing to relocate anywhere in world. Box 549, Editor & Publisher.

POSITIONS WANTED

CLASSIFIED ADVERTISING

CAM OR RETAIL AD MANAGER; OR ADVERTISING SALES REP. 14 years' experience in all 3 fields; strong on layouts, keyline paste-up; finished art, sales promotion and special sections; knows LP and offset. Prefer Zones 4, 8, 9. Write for in-depth resumé to Box 532, Editor & Publisher.

DISPLAY ADVERTISING

AREA 3, 4, 6 PUBLISHERS: If you can use a successful (16 years) ad manager/salesman who's fed up with raising a family in New York, and can come reasonably close to the \$20M I earned last year, write Box 527, Editor & Publisher.

I'LL START OVER AGAIN As An Advertising Salesman Former Ad Director and Business Manager; opened my mouth when it should have stayed shut. Know hot and cold-type. Aggressive; lineage builder. Permanent position, Areas 6, 7, 8, 9. Box 531, Editor & Publisher.

EDITORIAL

FINANCIAL EDITOR/WRITER, seasoned, top credentials, seeks challenging growth spot. Box 48, Editor & Publisher.

WRITER/PHOTOGRAPHER, 25, with theatrical experience, leaving U.S.A.F. in June, wants United Kingdom job. Resumé, samples on request. Box 144, 6950th Scy Gp., APO New York, N.Y.—09193.

SPORTS WRITER, 34, on East Coast, would like to relocate to Deep South, Southwest or Far West. Have covered all levels of sports; some experience in editing, makeup and news reporting. J-Grad. Box 382, Editor & Publisher.

YOU CAN HIRE ANYONE

... from your application files to fill an opening on your staff. But are you sure you're getting the best person available?

Be certain: tell us your employment needs. We serve nearly 100 job seekers—many of them outstanding editors, deskmen, reporters, photographers, sports writers, feature writers, PR men. (Summer interns placed without charge.)

If we can't offer someone better than you have available through your own contacts, there's no cost to you. You can't lose. Journalism Talent Bank, P.O. Box 788, Bremerton, Wash. 98310.

FEMALE J-GRAD wants chance to prove reporting, copy editing ability. Resumé available. All Zones. Box 425, Editor & Publisher.

TALENTED, YOUNG JOURNALIST

IN SEARCH OF A JOB Managing Editor Queens College paper; 4 years' experience. AVAILABLE NOW! Top writer—whether news, feature or sports copy; headline, layout work, too. Reliable, thrives on work. Neil B. Roiter, 64-85 Wetherole St., Rego Park, N.Y.—11374 Ph: (212) 897-7121.

FORMER G.M.-EDITOR seeks editor's or top reporter's job on small-medium evening daily. Top references. Box 431, Editor & Publisher.

REPORTER, WRITER, 25, wants spot—any zone. Journalism M.A. plus experience. Box 422, Editor & Publisher.

PARIS JOB WANTED

Good writer/reporter with some experience as editor—now in early 30's and with major American newspaper—has decided to live in Paris and will need job there. French not too bad and will improve rapidly. Box 476, Editor & Publisher.

YOUNG GIFTED BLACK REPORTER 23, single, with experience and M.A. in journalism, seeking reporting position in June—all Zones. Box 457, Editor & Publisher.

EDITORIAL WRITER, or editorship small daily. Finest professional personal credentials. Now locked-in on large Southern California daily. Areas 7-8-9-Alaska. Box 450, Editor & Publisher.

Positions Wanted...

PERSONNEL AVAILABLE FOR ALL NEWSPAPER DEPARTMENTS & ALLIED FIELDS

EDITORIAL

MANAGING EDITOR: top metropolitan background; a new look for your paper. Box 512, Editor & Publisher.

BUSINESS WRITER seeks free-wheeling challenge, responsibility as business, horse racing or magazine feature writer. Zone 8 or 9. Copy: crisp, readable. Six years' with excellent daily that's produced top national journalists. Now earning \$11,000. Age 27. Box 486, Editor & Publisher.

ADAPTABLE WOMAN, 23, wants reporting, women's, or desk spot. M.A. Journalism and broadcasting experience. Zones 1, 2. Box 488, Editor & Publisher.

LOOKING FOR A HOME on medium-large daily in Zones 1 or 2, July 1 or later. Reporter, 25, college, married, veteran. Presently a bureau chief in New England town of 8,000. Experienced in all beats, photography, and former college editor. Prefer investigative work on proud, lively paper. No room to grow in present position. Excellent references. Box 502, Editor & Publisher.

FOOD WRITER—Superb news and style; photo, PR, test kitchen and travel experience. BS HEc. MA English. Who's Who, 435-1990, or Box 347, Editor & Publisher.

EDITOR/ADMINISTRATOR, 16 years' experience, knowledgeable all departments, available interviews ANSA, ANPA, Box 517, Editor & Publisher.

NEWS EDITOR will make your small, medium daily sparkle. 10 years' on dailies, wire service. Family. Any Zone. Box 514, Editor & Publisher.

MANAGING EDITOR'S JOB sought by deskman, 33, on one of five best big dailies. Box 513, Editor & Publisher.

SEEKING COPY DESK JOB on quality paper. Have 2 years experience as reporter, 4 on copy desk, and 2 as wire editor of large daily. B.A. Journalism. Age 29. Box 504, Editor & Publisher.

PHOTO-JOURNALIST with PR and make-up experience. Four years' military experience as editor and writer in addition to 3 years weekly and 3 years daily experience with civilian media. Desires Area 9; will consider other locations. Single, 23; want position utilizing most experience. Resumé available on request. Prize-winning studio work; 2 years of college. Write Box 507, Editor & Publisher.

TOP DESKMAN/EDITOR seeks top pay, challenge, responsibility in Zones 6, 7, 8, 9. Making \$10,000. Box 508, Editor & Publisher.

LOCAL COLUMNIST seeks to relocate in New England. Folksy, humorous, people writer. Can provide samples. Box 503, Editor & Publisher.

GRANTLAND RICE AWARD-WINNER Age 27, married, 3 years' daily experience in reporting, editing, layout; writes column, has administrative ability; seeks p.m. sports editor's spot or metro staff; graduates June—ready June 14. Zones 1, 2, 3, 4, 9. Box 536, Editor & Publisher.

YOUNG, AWARD-WINNING EDITOR B.A. Currently top news executive on 27,500 daily; seeks editorial or administrative position on larger daily. Creative but cost-conscious. Box 387, Editor & Publisher.

WRITER, 24, B.A., Journalism. Experience in news, column, feature writing, editing, make-up. Seeks position with trade publication, house organ, newspaper in Washington, D.C. area. Varied background, interests, including politics, out-of-doors. Box 538, Editor & Publisher.

MAGAZINE WRITER/EDITOR/production. Experience trade, consumer, offset and LP. Write, lay out, type specifications, paste-up, photos. Experienced food, travel, agriculture. Full-time or free-lance. Write for sample magazine. Miss A. Robinson, Box 468, South San Francisco, Calif.—94080.

EDITORIAL

EDITOR, REPORTER Managing Editor small daily tired of not having enough E's for headlines, other minor inconveniences, seeks any challenging job on any size paper. Young, degree, versatile. Box 563, Editor & Publisher.

MAJOR MARKET TV REPORTER with newspaper experience seeks political beat for major daily in Zones 6, 8, 9. BA Communications—MA Journalism University of Missouri. Available July 1, 1971. Box 522, Editor & Publisher.

SEEKS MAJOR SPORTS' POST Editor of two national sports weeklies, sports announcer, banquet speaker, college athlete. Write: Douglas Hawley, Box 355, Franklin, N. C. 28734; or call (AC 704) 524-4745.

HARVARD CUM LAUDE GRAD with journalism M.S. and experience in reporting, reviewing, editing, proofreading, seeks newspaper or magazine job. (617) 876-7093.

VETERAN NEWSMAN desires work as reporter or apprentice copy editor in or near large city. M.S. Columbia-J-School. Box 541, Editor & Publisher.

CONSERVATIVE REPORTER, 28, BA, political science, wants job as editorial writer. Any zone considered. Box 520, Editor & Publisher.

EX-PEACE CORPS VOLUNTEER. with M.A. in English, 4 years' reporting/editing experience on Brooklyn College paper, seeks reporting spot in Area 1 or 2. Box 543, Editor & Publisher.

SPORTS EDITOR, small daily, wishes new challenge. Age 37; military obligation completed; 5 years' experience; strong on local—good on make-up—all with punch. Box 526, Editor & Publisher.

OUTDOORS/Conservation Editor, 27, for daily or weekly; 3 years' as editor of national outdoor magazine. Can handle all aspects of outdoor recreation and environment. Experienced photographer; former free-lance to top national magazines. Prefer Area 5, but will relocate. Box 556, Editor & Publisher.

REPORTER, 21½ years' experience in all areas, seeks position on paper over 25,000 circulation. Has Master's in History. Box 519, Editor & Publisher.

OUTDOOR-ECOLOGY writer-editor, self-starting, broadly-experienced, multi-lingual. Best magazine, newspaper references. Box 524, Editor & Publisher.

SOLID COPY DESKMAN seeks city desk or special assignment writing spot in Zone 8, 9, grad. family man, experience varied. Box 546, Editor & Publisher.

SPORTS REPORTER, two years' with college newspaper, summer reporting experience with city daily. Cover any sport. Graduate June 10. N. Y., or N. J. daily preferred Box 547, Editor & Publisher.

EDITOR Managing Editor, 6,000 daily ready to move to larger paper. Experience from weeklies to metro; degree; 28. Box 561, Editor & Publisher.

FREE-LANCE

TURKEY IS STUFFED WITH NEWS Former Peace Corps Volunteer (fluent in Turkish, native contacts), reporter (Journalism M.S., 3 years experience) seeks stringer arrangement. Can cover all aspects of a country in transition. Box 468, Editor & Publisher.

COMBINATION MAN IN TOKYO Photo journalist with 4 years' experience in Japan desires to provide on-the-spot news and feature representation for U.S. consumer and trade media. Write: Jon Rittger, c/o Foreign Correspondents' Club of Japan, No. 14 Marunouchi 2-chome, Chiyoda-ku, Tokyo, Japan.

FREE-LANCE

MEDICAL REPORTER-WRITER N.Y.-N.J. beat, specializing psychological-psychiatric features general reader can understand, member American Medical Writers' Association, taking assignments. Covering American Psychoanalytic Association and American Psychiatric Association Conventions, Washington, D. C., April 29-May 7. Can supply custom tailored (not canned) coverage. Box 567, Editor & Publisher.

PHOTOGRAPHY

WITH VERVE AND ORIGINALITY San Francisco photographer wants magazine/Sunday supplement spot; 14 years' experience in all phases; two 1-man photographic shows; written up Editor & Publisher twice. Illustrations book jackets, encyclopedias, national magazines. Single 35—completely mobile. Box 469, Editor & Publisher.

PHOTOGRAPHY: Newspaper or magazine. Bachelor of Science. Navy veteran. Newspaper and free-lance experience. Age 29, married. Box 473, Editor & Publisher.

PHOTOGRAPHER — Award-winning newsmen, 20 years' experience 75,000 daily. Extensive knowledge both B&W and color processes with departmental management abilities. Seeks position where talents can be fully utilized. Box 523, Editor & Ppblisher.

ARE YOU LOOKING FOR A NEWS-REPORTER? Let us help you get in touch with some good prospects. NPPA Job Placement, National Press Photographers Ass'n., P. O. Box 1146, Durham, N. C.—27702.

PRESSMEN—STEREOTYPERS

PRESSMAN/STEREOTYPYER wishes to relocate Northern Arkansas or Southern Missouri. 15 years' experience, 8 years' pressman and stereotype foreman. Wish to relocate by Sept. 1. Box 451, Editor & Publisher.

PRESSROOM SUPERINTENDENT or foreman; experienced in coordinating installation of Goss Metro Offset presses. Background experience: 8 years' in letterpress, 4 years' on large offset daily. Box 263, Editor & Publisher.

PRESSMAN-STEREOTYPYER, 28, family man. Thoroughly competent in all phases of press and stereo work; desires to relocate. Prefer job as assistant foreman. Box 312, Editor & Publisher.

PRESSMEN—STEREOTYPERS

WEB OFFSET PRESSMAN with plate and stripping experience. Goss Suburban press preferred in Area 6. Box 544, Editor & Publisher.

PRINTERS

COMPOSING ROOM GENERAL FOREMAN Seeks similar or production position with progressive daily. References. Box 99, Editor & Publisher.

LET THIS UNION PRO evaluate your composing room toward a salary plus guaranteed savings management arrangement. Metro or medium preferred. Strict confidence. Box 239, Editor & Publisher.

COMPOSING ROOM FOREMAN—Newspaper or publications: TTS Justified or Computer. My salary from your savings. Prefer Florida. (Shy, ain't I)? Box 154, Editor & Publisher.

FOREMAN, experienced, efficient, aggressive. Know ITU law and work well with people. Available immediately! Resumé on request. Box 213, Editor & Publisher.

PRODUCTION MANAGER COMPOSING FOREMAN Experienced. Proven results in hot or cold-type. Prefer small or medium size. Zone 5-9. Box 521, Editor & Publisher.

PRODUCTION

PRODUCTION MANAGEMENT Extensive, successful record with top newspapers in all aspects of production management, including cost reduction, labor relations, supervisory development, new processes. Experience from nuts and bolts to top management with medium and major metropolitan newspapers. College graduate, married, children. Available ANPA Convention. Box 478, Editor & Publisher.

PRODUCTION MANAGER — Degree Letterpress and offset experience. Prefer Zones 3, 4, 6. Replies confidential. Resumé upon request. Box 495, Editor & Publisher.

PRODUCTION-MINDED Hot Metal Machinist, with electronics; strong maintenance program; knows tape operation; good technical, business background. Seeks opportunity to work with management team as Head Machinist or Production Management situation—newspaper or trade plant. Box 529, Editor & Publisher.

PUBLIC RELATIONS

NEWSPAPER EDITOR, experienced, wants to produce a better company magazine for expanding, exciting business. Box 553, Editor & Publisher.

E&P Employment Zone Chart

Use zone number to indicate location without specific identification



Shop Talk at Thirty

By Robert U. Brown

All in one basket—and broken

Twenty-nine years ago this week, the nation's newspaper publishers were gathering in New York City for the 56th annual convention of the American Newspaper Publishers Association.

The U. S. had been at war with the Axis powers for five months and the nation's resources were just beginning to be mobilized.

EDITOR & PUBLISHER had been pleading that the United States government should employ all the forces of advertising to assist in the efforts to recruit manpower for both military and civilian jobs, sell war bonds, collect scrap metal and newsprint, instruct the public on war measures of all kinds, etc.

E&P of April 18, 1942, carried a lengthy editorial summarizing all the arguments, but we, and others promoting the idea, struck out. The winners were those who believed advertising for these purposes should be donated by media and industry rather than paid for by the government.

We won the war, as the saying went; and those war-time campaigns were relatively successful, we are told; but no one will ever know how successful they might have been had they been backed up by coordinated advertising drives in all media.

* * *

We don't know who the super-salesman is who sold the Pentagon on the idea of buying advertising to back up an army recruiting drive this Spring. We might have discovered some of those answers we never learned back in 1942, but the super-salesman over-sold the impact of radio and television with the result that the Army has put all of its more than \$10 million eggs in one basket and they are being badly broken, if not scrambled.

The Army recruiting command is spending over \$10 million in radio and television on a 13-week test campaign through its agency, N. W. Ayer & Son.

Brig. Gen. Carter Clarke, deputy commanding general of the Army recruiting command, said last week that the first three weeks of the campaign had brought 24,000 inquiries out of which it has "about 1,600 live leads" or names and ad-

resses of men and women to be contacted by recruiting officers.

The information was given to *Advertising Age* and it didn't take that publication long to figure out that "on the basis of the first one-fourth of a three-month expenditure of \$10 million, each of those live leads would seem to be costing the Army about \$1500 per live lead with the recruiter still not having talked to the respondent."

Jerry Walker, Jr., reported in E&P March 13 that if this \$10.6 million campaign is successful "the Army plans to spend \$24.8 million—\$9 million of it for paid broadcast time—during this fiscal year, as compared with about \$3 million in recent years. The Air Force which had its budget raised to \$2 million in 1971 wants to spend \$6.9 million in 1972 to attract volunteers. The Marines—the only service to mention newspapers for a schedule of paid ads—is planning to go from a level of \$700,000 to \$7.3 next year. The Navy usually does not buy ad space. The sudden interest in paid recruitment ads come from President Nixon's commitment to an all-volunteer Army."

* * *

Speaking of the lack of newspaper mention in these multi-million dollar campaign plans, and also speaking of the Navy which doesn't buy space for recruiting, we recall another story that appeared in E&P April 3 quoting the Navy's recruiting service.

"The Navy said the *San Pedro News Pilot*, a Copley Newspaper, recently ran a help wanted ad for Navy volunteers at no cost, similar to the one in the Dec. 22 issue of the *Van Nuys News*. The training center reported to have received 280-plus telephone calls and asked that the public service ad be temporarily pulled until they could process all the telephone inquiries they had already received."

Talk about cost-per thousand:

It took the Army \$2.8 million in three weeks to pull 1,600 live leads through radio and television advertising.

Newspaper advertising pulled 280 inquiries at no cost to the Navy. What might it have done with a coordinated campaign?



TOPPING OUT—Amid seasonal April showers, Mrs. Katharine Graham, publisher of the Washington Post, looks on as Paul Ignatius, president, is about to autograph the final roof support beam for the newspaper's new half-million square foot addition. Nearly 900 Post employees also autographed the beam before it was raised into place, thus "topping out" the nine-story structure.

4 special areas in J curriculum

The Department of Journalism at Virginia Commonwealth University in Richmond has announced a revision of curriculum that will set up four areas of specialization in journalism: news editorial, broadcast news, magazines and public relations.

Ten new journalism courses have been added for the 1971-72 school year beginning this fall.

The department now offers some courses in all four of the sequences planned under the new program, but the primary emphasis has been on news editorial, or newspapers.

George T. Crutchfield, who will become chairman of the department on July 1, said the new program was devised because of the increasing need for specialized education for the various areas of professional journalism.

Crutchfield said that journalism majors at VCU will continue to concentrate much of their course work in such

areas as humanities and social sciences, but that the new curriculum will give them a wider range of skills as well as the option of specializing in one of the four sequences.

Staff strikes, wins resignation of ME

Hubert Potvin, managing editor of *Le Soleil*, Quebec Province's second largest French-language daily, resigned following charges by reporters and deskmen that he was more concerned about control than about improving the paper.

The resignation was submitted after the 100 reporters and deskmen walked off their jobs for seven hours to press their demands for Potvin's ouster. Management was given 48 hours to meet the demand.

Guild is rejected

News and editorial department employees of the *News-Journal* papers at Wilmington, Delaware, yesterday rejected the American Newspaper Guild as bargaining agent by a vote of 71 to 43.

QUALITY

Two quality newspapers have joined forces to produce one quality news service. The Washington Star... The New York Times...the best of The Star, the best of The Times combine in The New York Times News Service.

The Washington Star
...the afternoon newspaper in Washington.

European experts discover auto safety device:

00 deaths in crashes up to 60 mph.

That's right, no deaths. None. Zero. In crashes up to 60 miles an hour, where driver and passengers were wearing both lap and shoulder belts.

The study was conducted in Europe and reported in this country by the Insurance Institute for Highway Safety.

Experts say we could save eight to ten thousand lives a year if people would use the seat belts *that are in their cars already*. And that figure is conservative. Makes you wonder, doesn't it?

You wonder why only one out of four drivers uses the belt—only four out of a hundred the shoulder belt.



At Allstate, we're determined to do everything we can to reduce deaths and injuries in crashes . . . to make it better for you to own and drive a car . . . and to hold down the rising cost of auto insurance.

Obviously, we need your help.

Use your lap and shoulder belts, even if you're just going to the grocery store.

Remind other people to use them, too.

And if you're willing to do a little more, write the Safety Director, Allstate Insurance Companies, Northbrook, Illinois 60062.

He'll send you the free booklet, "Let's make driving a good thing again" that tells ways you can help.

Allstate®

Let's make driving a good thing again.

Printed in U.S.A.

give a damn...

... Herb Marynell is a young reporter who cares. When he started hearing about what happened in Evansville to cars towed-in on police order, he began a painstaking investigation. It took weeks to pin down, but what he found made it worthwhile. And his findings were published in The Evansville Press.

Marynell discovered police were ordering that cars which had been damaged in accidents or abandoned by thieves be towed to a private storage lot that had no security. There, parts from the vehicles quickly disappeared. Marynell even documented cases of entire cars simply vanishing. Citizen complaints to police and other city agencies were shrugged off.

Because Herb Marynell cares about the community he covers and the people who live in it, the city has now been moved to institute reforms in the way it handles disabled vehicles. It wasn't the breaking of a major scandal, but it was a typical case of a newspaper reporter tackling a community problem and getting results.

For reporter Marynell, giving a damn got the job done.



Herb Marynell



**SCRIPPS-HOWARD
NEWSPAPERS**

ALBUQUERQUE TRIBUNE • BIRMINGHAM POST-HERALD • CINCINNATI POST & TIMES-STAR • WASHINGTON DAILY NEWS • PITTSBURGH PRESS • EL PASO HERALD-POST
EVANSVILLE PRESS • MEMPHIS COMMERCIAL APPEAL • CLEVELAND PRESS • COLUMBUS CITIZEN-JOURNAL • DENVER ROCKY MOUNTAIN NEWS • KNOXVILLE NEWS-SENTINEL
MEMPHIS PRESS-SCIMITAR • KENTUCKY POST & TIMES-STAR • HOLLYWOOD (FLA.) SUN-TATTLER • THE STUART (FLA.) NEWS • FORT WORTH PRESS • THE SAN JUAN (PUERTO RICO) STAR

Advertising Department, 200 Park Avenue, New York City Atlanta Chicago Dallas Detroit Los Angeles Philadelphia San Francisco

